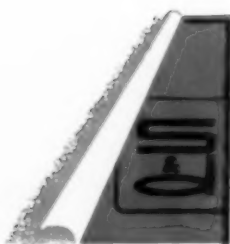


MARCH / 1958

THE REPORTER OF

# Direct Mail

advertising



**WHY WE'RE OUT OF  
STEP WITH THE  
15% AGENCY COMMISSION**



**AMERICAN HERITAGE  
SELLS SUBSCRIPTIONS  
WITH HIGH-QUALITY  
DIRECT MAIL**



**SOLVING PROBLEMS  
IN RECRUITING  
PERSONNEL**

*Also*

Goldman Brothers  
Unusual Promotion  
Excites Retail Trade

Selling the  
Value of "Old"  
in Today's  
Markets

# what's all this **S. I. C.** talk

Everybody's talking S. I. C. — How it covers all industrial fields. — How it affords extra coverage to Direct Mail users.

S. I. C. covers most, but not all fields. And, S. I. C. does not cover all the names within each particular category! Therefore, mailing lists selected by S. I. C. codes cannot be complete! That's half-a-loaf. It's incomplete coverage — and fetches less response than the mail advertiser deserves.

## **PONTON has S. I. C. PLUS!**

PONTON not only supplements, but actually augments, basic S. I. C. mailing lists with thousands of businesses which should officially be included under these code classifications. Lack of information on financial strength, for instance, could exclude these firms.

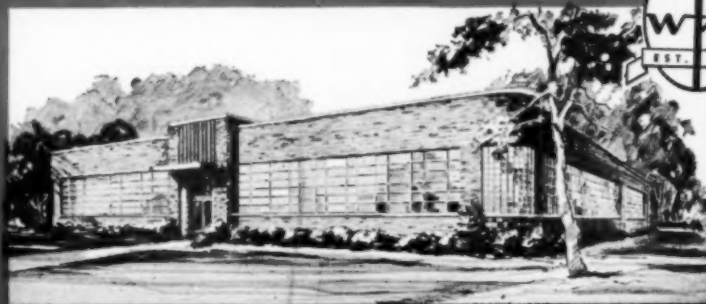
But PONTON includes them, by virtue of employee strength, or upon the basis of additional, substantial evidence. They are potential prospects, too!

## **PONTON'S LISTS are COMPLETE!**

PONTON, by means of Electronic (I.B.M.) List Selection, compiles mailing lists based upon S. I. C. — Plus every name not officially listed in that source, but classified as such, in other authoritative references. PONTON includes them in the categories to which they actually belong.

**this is "SELECTIONICS"** — investigate ...

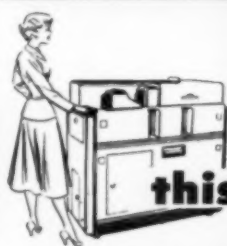
Order PONTON'S S. I. C. lists PLUS.  
They're QUALITY CONTROLLED!



### **W. S. PONTON, INC.**

Sales Office and Production Plant  
44 HONECK STREET, ENGLEWOOD, N. J.  
Phone: Englewood 4-5200

New York Phone:  
Murray Hill 7-5311  
(direct connection to Englewood)



# Mohawk Superfine

Text,

Cover

and

Bristol



SALAMANCA CATHEDRAL, A DRYPOINT BY SAMUEL CHAMBERLAIN

Mohawk  
Paper Mills

*Quietly dignified . . . spotless . . . beautiful . . . Mohawk Superfine delivers the printed message with an impressiveness that eloquently reflects the character of your company and your regard for those you serve.*

"The man who says  
it can't be done is  
generally interrupted  
by someone doing it."

Elbert Hubbard

Until you,  
yourself,  
experience the  
extra pulling power  
of Reply-O-Letter,  
you will never  
really know  
what you can do  
with  
a postage stamp!

25th year of Service to  
organizations in every field  
CARNEGIE ENDOWMENT for INTER. PEACE  
NEW ENGLAND JOURNAL OF MEDICINE  
ATOMIC DEVEL. SECURITIES CORP.  
EQUITABLE LIFE, NEW YORK  
WILLMARK SERVICE SYSTEM  
POPULAR MECHANICS  
AIR REDUCTION  
BELL & HOWELL

the  
**reply-o-letter**

7 CENTRAL PARK WEST  
NEW YORK 23, N. Y.  
CIRCLE 5-8118

Sales Offices:  
BOSTON • CHICAGO • CLEVELAND • DETROIT • TORONTO



# THE REPORTER OF **Direct Mail** advertising

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March, 1958

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Pioneer 6-1837

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**WEST**

H. L. Mitchell & Associates  
3087 Saturn Avenue  
Huntington Park, Calif.  
LUdlow 5-4668



## Covers on New Hammermill "Radiant White" Stop 'Em Cold!

WHEN YOU WANT extra attention for any printing that needs cover paper, specify "radiant white" Hammermill Cover. You'll find it a big asset in getting the stopper quality you want.

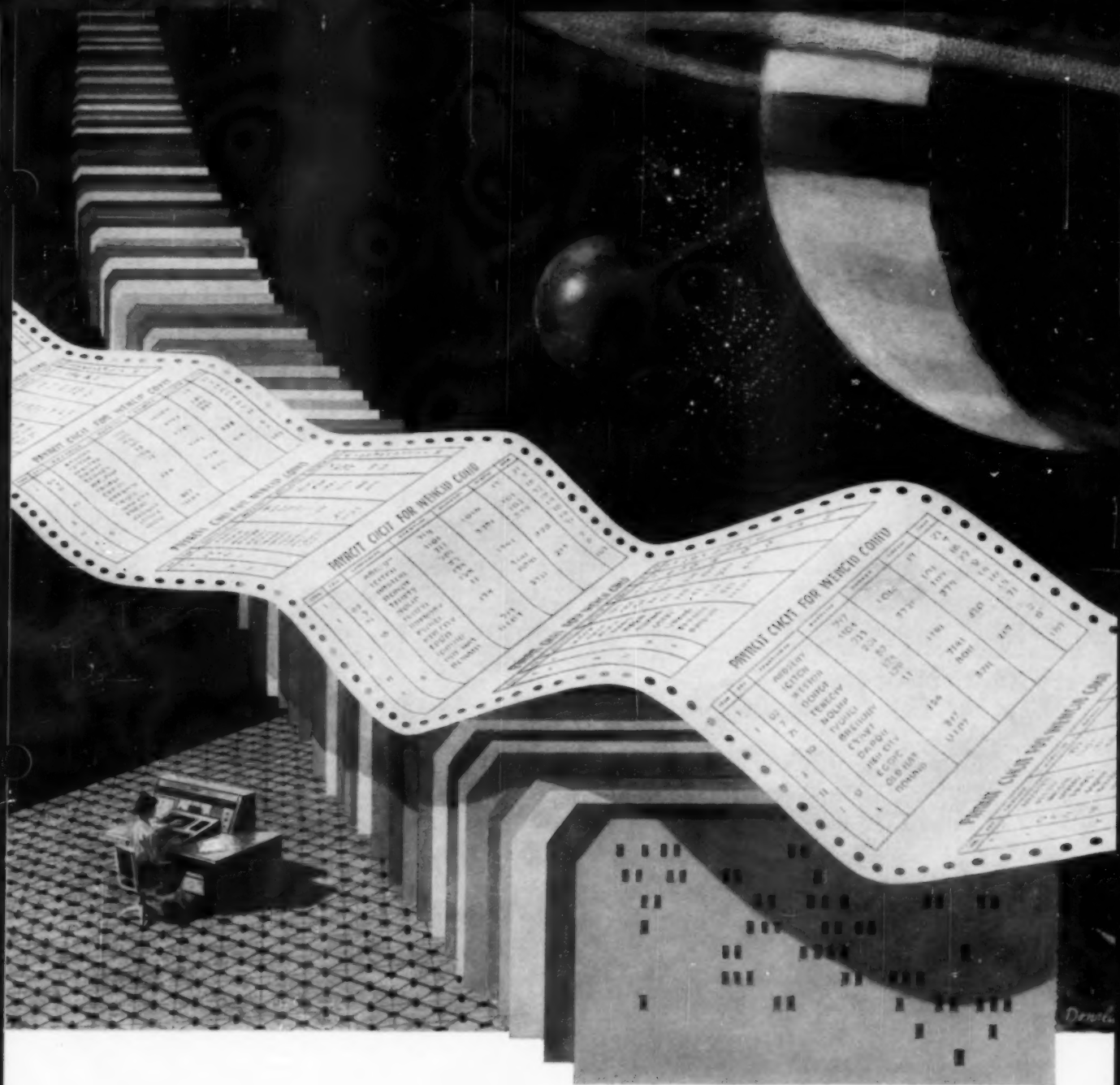
New radiant white Hammermill Cover is a bright, bright fluorescent white that gives your special effects printing the extra sparkle that gets readers inside. Its dazzling whiteness demands attention—gives black and white or color printing more impact. Like the standard blue-white Hammermill Cover, it's tough, durable and unusually like-sided. And, radiant white costs no more than the rainbow range of nine rich, fade-resistant colors your printer can also supply in improved Hammermill Cover. Hammermill Paper Co., Erie, Pa.

# HAMMERMILL COVER

BY THE MAKERS OF HAMMERMILL BOND

For Catalogs • Booklets • Menus • Price Lists • Folders • Broadsides • Manuals





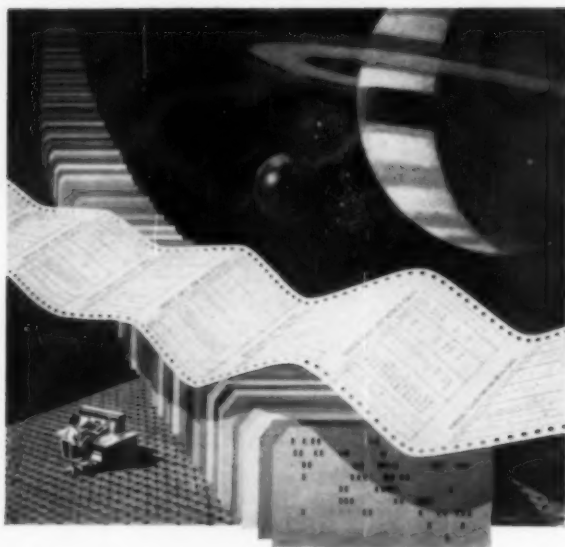
turning months  
into minutes  
through  
print and paper

Left to the mind alone, many scientific problems would take months to solve. Computers, with electronic "brains," unravel them in minutes! Paper feeds the necessary facts to the machines. Paper records—and preserves—their answers for science. Paper also streamlines the work of business by supplying adding machine tape, file cards, graphs, stationery and many other indispensable items. Print and paper are so much a part of our daily lives we take them for granted. Try to imagine a world without them.

INTERNATIONAL



PAPER



# SPRINGHILL<sup>®</sup> PAPERS

The most versatile group of papers for business and industry. New SPRINGHILL INDEX, in buff, green, canary, cherry, blue, salmon and the new white. SPRINGHILL WHITE and MANILA TAG . . . SPRINGHILL VELLUM-BRISTOL . . . SPRINGHILL POST CARD. All 100% bleached sulphate, all surface-sized, all from one source . . . all quality-controlled by International from forest to finished product.

Springhill papers are particularly suited for punch cards, die-cut cards, greeting cards, index, file and post cards, ruled forms, tags, swatch cards, job tickets, expanding envelopes, record cards, inserts, catalog covers, etc.

When the job calls for paper with strength, toughness, snap . . . paper that takes writing and print beautifully . . . use Springhill.

Call your local paper merchant for samples.

**OTHER FINE QUALITY  
MILL BRAND PRINTING PAPERS  
BY INTERNATIONAL**

ADIRONDACK BOND  
ADIRONDACK LEDGER  
BEESWING MANIFOLD  
INTERNATIONAL DUPLICATOR  
INTERNATIONAL Mimeo SCRIPT  
INTERNATIONAL TI-OPAQUE  
INTERNATIONAL OFFSET  
TICONDEROGA OFFSET  
TICONDEROGA BOOK  
TICONDEROGA TEXT

TICONDEROGA TEXT,  
Coverweight  
LOUISIANA COLORED TAG  
OTIS BRISTOL  
HUDSON BOOK  
HUDSON COVER, C1S  
HUDSON LABEL, C1S  
HUDSON LITHO, C1S  
EMPIRE BOOK  
WINN BOOK also  
CONVERTING PAPERS

*your most dependable source of supply*

PRINTED BY LETTERPRESS ON  
HUDSON GLOSS, BASIS 70.

**INTERNATIONAL  
PAPER**

FINE PAPER & BLEACHED BOARD DIVISION  
NEW YORK 17, N. Y.





says the Sylvania course was prepared by the Radio Television Training Assn., a leading radio-TV school. A total of 12 lessons covering all aspects of servicing will include examination sheets for servicemen to return. They'll be corrected and returned to the servicemen with explanation of errors. The correspondence course is offered to servicemen who purchase receiving and picture tubes from Sylvania distributors.



☐ **PINK SLIP SELLING:** A mailing from Around-the-World Shoppers Club (offering a free \$30 clock with membership) included a pink slip headlined: "We've Been Asked How We Can Possibly Give Away Free A \$30 Retail Value Clock With A Membership In Our Club Which Only Costs \$23 or \$33." Copy then explained how the club purchases in quantities abroad, paying promptly in coveted U.S. dollars. To help prospects understand why this produces a lower price, ATWSC showed a breakdown on a normal foreign-bought product . . . listing manufacturer's, exporter's, duty, warehousing and other prices. Because ATWSC pays quickly in U.S. currency, said the explanation, they cut through the mass of mark-ups. . . . "That's why we can bring you such outstanding values and are able to offer this Clock to you free with your membership . . .". A pink slip in an envelope usually means "You're fired." This one fired the doubt about ATWSC's free offers.



☐ **"DIRECT MAIL FILE OF 100 IDEAS"** is a new publication issued by the Direct Mail Advertising Assn. Latest in DMAA's series of Research Reports, "100 Ideas" was written by Harry B. Coffin . . . produced in cooperation with

*American Printer & Lithographer.* Shows a wide variety of formats and presentations, each idea described with instructions for economical, effective printing. Includes ideas for booklets, folders, brochures, postcards, letters, etc. . . . indexed for quick reference. DMAA members have received the 200-page File free . . . additional copies are available at \$2.50 each; \$5.00 for non-members. Order direct from DMAA Headquarters, 3 E. 57th St., New York 22, N. Y.



☐ **WE GOT A KICK** out of this ad . . . found among those high-styled mail order appeals in *Playboy* magazine. It's the line in parenthesis that made us look twice at Cloister Inn's copy. Maybe this



Chicago nightclub could hook up with Ozark Fisheries . . . use those liquid-mailing plastic bags, and . . . on second thought, better forget it. Couldn't offer a money-back guarantee!



☐ **BACKFIRE:** Swissair (Swiss Air Transport Co., Ltd., 3 E. 54th St., New York, N. Y.) created what might of been a clever promotion. To promote

Far East air travel, they sent prospects a boxed Chinese fortune cookie . . . with the tiny fortune reading: "He who flies to Far East with Swissair is smart cookie." But . . . in spite of tissue wrapping, the cookie we got arrived smashed to pieces. Had to hunt for the message . . . while dropping crumbs all over the desk. The desired effect backfired. As the smart boys on Madison Avenue might say, "That's how the cookie crumbles."



☐ **CONTRAST (to the above):** Foote & Jenks, Jackson, Mich., vanilla manufacturers are well-known for their boxed gimmick mailings . . . which always arrive in top shape. They took no chances with their latest. A small folder read: "The vanilla that makes premium ice cream comes from" . . . and attached below was a 12F Madagascar postage stamp, picturing the vanilla plant. Folder and stamp were encased in a small plastic box . . . which in turn was mounted inside a larger mailing container. The impression was dramatic . . . with no signs of dog-earing en route. Morale: If you put it in a box . . . wrap it right.



☐ **PACIFIC NORTHWEST DIRECT MAIL USERS** were analyzed in the January issue of *Pacific Northwest Business* . . . published by the College of Business Administration, University of Washington, Seattle. Co-authored by M. Dinner, Dinner Mail Advertising and Virgil E. Harder, assistant professor of Marketing, University of Washington, an interesting article reported results of a recent survey to 1,200 firms on their direct mail use. 60% of the Pacific Northwest firms replying said they used the medium . . . spending from \$25 to \$17,000 per year. 70% said they used

## PURCHASING POWER

There are no oil-rich potentates on a Fairchild Mailing List. But we do have over 100,000 retail and manufacturing executives. These are upper-income prospects with ability and authority to buy a wide range of products for both their business and personal needs. They are big spenders for air travel, air express, freight haulage, office equipment, hotels, resorts . . . to mention just a few. Remember, when it comes to retailer and manufacturer names, the publishers of the famous Fairchild Publications can put you on the inside track.

## FAIRCHILD Mailing List Division

A Division of Fairchild Publications

7 EAST 12th STREET, NEW YORK 3 • AL 5-5252



outside help on direct mail creation. Only two firms sent back negative comments about direct mail results. The rest said it was definitely doing the job for them in the Pacific Northwest.



□ **WHAT ABOUT THIS** to show there is still room for new products and original new ideas? Stoutland, Missouri, has a population of 189 souls. Less than 1,000 patrons on all rural and star routes. But it will become a first class post office in immediate future, if not by time you see this in print. All caused by Bob

Cramer of Ozark Fisheries, Inc., who developed the plastic bag idea for shipping goldfish. The little bags holding (two) Glitter Twins are being sold largely in big chain stores. Reorders swamping the hatchery. Packaging machines had to be designed in a hurry. Only thing needed now is a machine for creating goldfish faster than nature. There have been a few complaints from elderly pet lovers, charging that new packaging is inhumane. But a new complaint-answering letter by Bob proves conclusively that the Glitter Twins are entirely safe and happy during their trip from the

hatchery to purchaser's aquarium or pool.



□ **DON'T BE TOO CUTE** with your direct mail. Chamber of Commerce out in Michigan City, Ind., irritated many recipients of their invitation to attend 39th Anniversary Party. When envelope was opened, and without warning, a handful of confetti spilled out over desk and floor, necessitating a tedious cleanup operation. Too cute. Which reminds us of a letter we saw recently addressed to advertising manager of a large industrial supplier of screws and bolts by an indignant purchasing agent. He returned a recent direct mail piece which featured on its cover a near-nude lady. Wanted to know what possible connection there could be between illustration and products offered. Asked that his name be removed from list and suggested the firm should give up screws and bolts and just publish a nice girly magazine.



□ **ZENN KAUFMAN'S "SELLING" NEWSLETTER** is getting extra merchandising from *Tires* magazine, 386 4th Ave., New York 16. A recent copy of Zenn's "Speaking of Selling" was mailed attached to this message from *Tires* editor Phil Robinson: "When we see something good, we like to share it with others. That's why we're sending you this letter currently being issued by Zenn Kaufman whose column, 'Over The Fence' is a regular feature in *Tires*. We're planning to send you 'Speaking of Selling' from time to time. Hope you'll enjoy it as much as we do." If you'd like to get "Speaking of Selling," write to Zenn Kaufman at 439 Madison Ave., New York, N. Y.



□ **MELVIN S. FELDENHEIMER** of C. E. Howe & Co., Inc. (direct mail advertising), 1821 Ransdell St., Philadelphia, Pa. has been appointed instructor of direct mail at the Charles Morris Price School of Advertising. The C. E. Howe Co. sales manager is a former president of the Philadelphia Guild of Advertising Men, and has been on the executive board for several years. Mel will teach direct mail courses at both Charles Morris Price day and evening schools.



□ **WANT TO DEVELOP MORE IDEAS?** Suggest you read "How To Develop Ideas" in the January issue of *Nation's Business*. It's an informative and helpful guide toward greater creativity for executives in any field. Author Joseph G. Mason says most creative men

## The Specialist

THE FIRST IN A SERIES

Circulation Associates, Inc. is an organization of specialists . . . men and women with many years of experience in meeting and solving the varied direct-mail problems of organizations like your own.

Such a person is Peter Romako, one of several supervisors in C. A.'s list maintenance department. Many years ago he was credit manager for an Eastern steel manufacturer. In 1942, he was offered the job of managing lists for Circulation Associates. It was no great problem then, for at that time the company maintained just a few lists for a handful of clients. Today it is quite a different matter. Mr. Romako himself, one of three supervisors in this department, manages close to 50 separate lists totalling well over 2,000,000 names. With 5 assistants and a staff of 30 or more, he is responsible for all operations that will assure that the lists are in prime mailing condition at all times.

This list management service offers a number of advantages to the list owner. It guarantees him maximum speed and accuracy in the maintenance of his lists; it places at his disposal high-speed equipment in which he need make no capital investment; it provides all the facilities and expert personnel he needs but which he pays for only while they are being used for his work; and finally, it leaves him free to devote all of his time and attention to the more important aspects of his business, that cannot be delegated to others.

You will find someone like Peter Romako at the head of every department of Circulation Associates . . . people with long experience in their particular field of direct-mail production, whose familiarity with your special requirements will lead quickly to a time-saving and money-saving solution.



### CIRCULATION ASSOCIATES, Inc.

Complete direct-mail service

226 WEST 56TH STREET • NEW YORK 19, N. Y. • LUDSON 6-3530



## RED is for stainless...

... AND OTHER COLORS and color combinations identify *instantly* the metallurgical characteristics of all the other bar stock in storage here.

Color simplifies doing business in other ways, too. The twelve colors of HOWARD BOND, for instance, are

widely used in business forms, for special letterheads or bulletins, for other business printing that needs the special attention and appeal that color provides. And, for economy, you get a 2-color effect for a 1-color price when you print on a HOWARD color.

Ask your printer or paper distributor to show you the HOWARD BOND sample book which includes all colors as well as HOWARD *whitest* white. Its practical applications for many business needs will be immediately evident to you.

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

# Howard Bond

"The Nation's

Business Paper"

Companion Lines: Howard Ledger • Howard Mimeograph

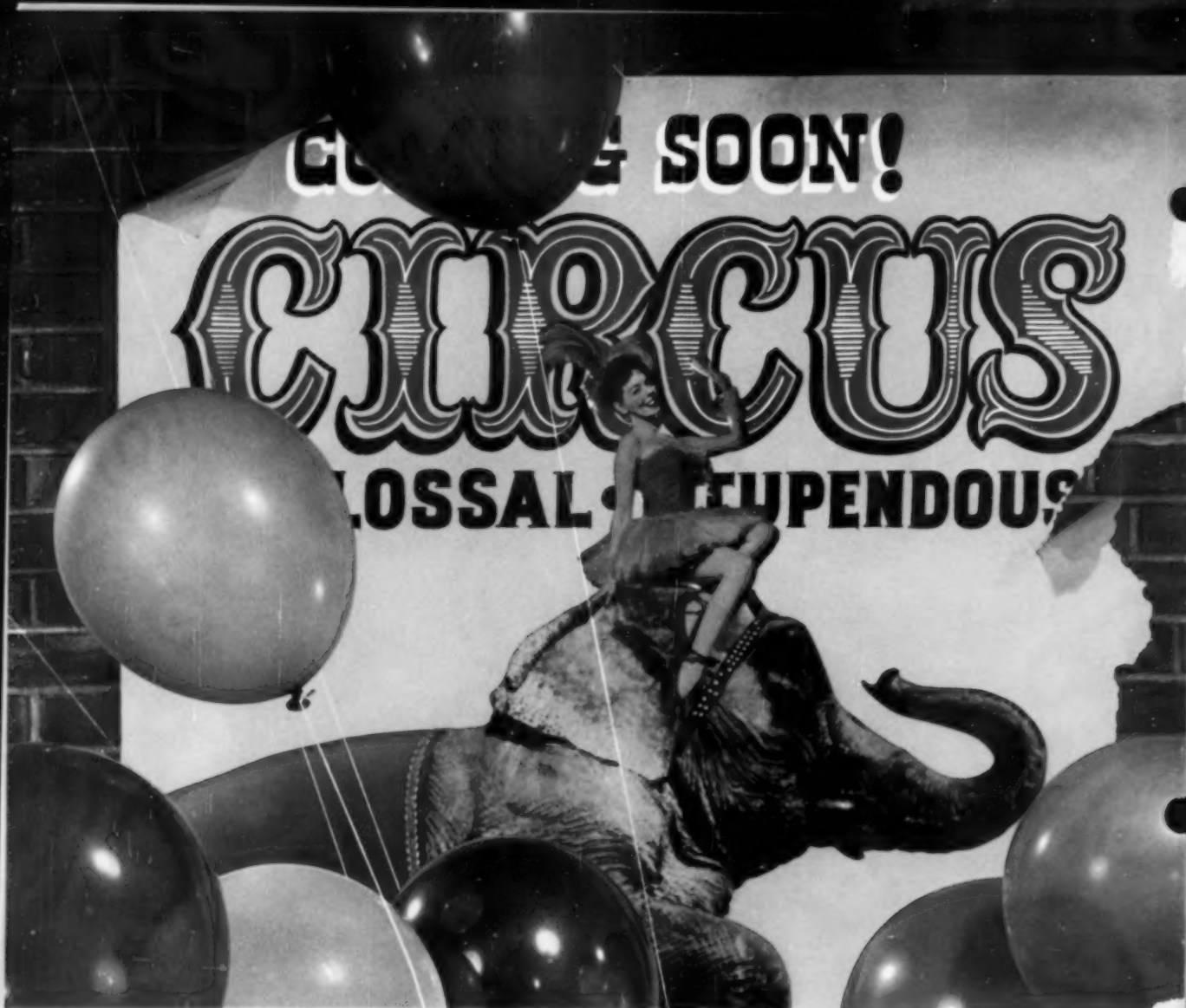
Howard Writing • Howard Posting Ledger

Printed on Maxwell Offset



Basis 80—Camberra finish





*Doesn't color reproduce better on Maxwell Offset?*

Howard Paper Mills, Inc. / MAXWELL PAPER COMPANY DIVISION / Franklin, Ohio

We'd be pleased to send you samples of our eight finishes and two tints

Printed on Maxwell Offset—Basis 80—Camberra finish

COLOR PHOTOGRAPH BY ANTON BRUNEL





have four main traits: Problem sensitivity . . . Idea Fluency . . . Originality . . . Flexibility. The NB article then outlines how you can acquire and develop these characteristics. Reprints are available at 15c. per copy. *Nation's Business* address: 1615 H. St., N.W., Washington 6, D. C.



□ **THIS BIAS-TRIMMED BOOKLET**, created by Keller-Crescent Co., Evansville, Ind., produced a dramatic format for telling a "forward moving story". K-C designed the booklet for the Evans-



ville Chamber of Commerce to tell how "We Are Moving FORWARD With Evansville". When opened, pages of the booklet formed an arrow. Copy consisted of 31 capsule case histories of Evansville business, industry and civic growth and expansion. Fine format for "forward!"



□ **HAVE ANY INQUIRY-ANSWERING PROBLEMS?** Suggest you read a new booklet with this all-too-familiar title: "Dear Sir; I Wrote You About A Month Ago . . ." Published by American Mail Advertising, Inc., it's a 15-page primer on inquiry follow-up methods . . . "the bridge between advertising and sales." Tells the essentials of good inquiry answering, processing, methods, list compilation, etc. American Mail Advertising's address: 610 Newbury St., Boston 15, Mass.



□ **IF YOU ARE LOOKING FOR** fresh creative talent . . . you might copy technique developed by The Rockmore Company, advertising agency, 37 W. 57th St., New York 19, N. Y. (They won Henry Hoke Award in 1954 for the Scandale campaign.) Wanted to find additional art and photography sources. Advertised in The New York Times and promised a day (January 25) of unhurried examination. Some 80 artists and photographers showed up in a driving rainstorm. Were given hot coffee and their coats and hats hung up to dry. Agency officials in teams gave red carpet treatment to each ap-

plicant and took plenty of time to examine samples of their work. Many unknowns were discovered to have exceptional talent and are getting, or will get, assignments from the agency. Says Milton Rockmore: "It is not lack of new creative talent that bedevils the advertising business but lack of enterprise in uncovering it."



□ **TWO GOOD PROMOTION PIECES** caught our eye in this month's mail . . . sent by John D. Drummey, director of public relations, State Mutual Life Assurance Company of America,



□ **HOW TO FIND OUT** what your customers are reading: Stanley Wynett,



#### HOW TO MAIL YOUR BEST PROSPECTS IN AKRON . . . OR ANY OTHER U. S. MARKET

First the MAC Research Department helps you define your best prospects by income, education, family size, age, race, and home ownership. Then the Selection Department electronically selects and addresses the neighborhood districts where these prospects live (each major city in MAC's coverage of 40,000,000 American families is subdivided like Akron into small neighborhood districts . . . each district is evaluated according to its social and economic characteristics.) This exclusive system of electronic selection—called *Select-O-Nomic Advertising*—is increasing returns for leading publishers, insurance companies, dealer-help advertisers, fund raisers, grocery manufacturers, and other national consumer mail advertisers. For more information on how *Select-O-Nomic* can increase your returns, contact your nearest MAC office.



#### MAIL ADVERTISING CORPORATION OF AMERICA

CHICAGO                      NEW YORK  
435 N. LaSalle Street    527 Madison Avenue  
Superior 7-3785            PLaza 5-6541

sales promotion manager, Modern Talking Picture Service, Inc., 3 E. 54th St., New York 22, N. Y., wanted to learn what magazines he should be advertising in. He mailed a questionnaire to 543 of his best clients. Questionnaire, with cartoon head, printed on canary-tinted stock and with filled-in name and address of recipient, had only four lines of request copy. Sixteen trade magazines listed with squares for checking either read regularly or occasionally and extra spaces for "others." Self-addressed envelope enclosed for reply. Mailing sent first class with 3¢ stamp attached. Total cost of effort about \$75. Response so far 310 . . . a satisfying 57%. Stan found out exactly what he wanted to know . . . and is placing his advertising in the best spots indicated by the survey.



□ **WE LIKE THE NEW** direct mail feature manual which is part of current issue of "Art Director's Clip Kit" sold to subscribers by Harry Volk, Jr., 1401 N. Main St., Pleasantville, N. J. First time we've seen in one place all the designs, forms, slogans, postal notices, eye-catching illustrations used by mail order people. All printed on one side of slick paper for clipping and reproduction.

You'll have to write Harry for more information on cost.



□ **ONE OF THE BEST RESTAURANT PROMOTIONS** to hit New York in years was the opening announcement of The Golden Door . . . lavish new room



at International Airport, Idlewild. A beautiful booklet announcing The Golden Door's "Gala Inaugural Week" (Feb. 17-23) was mailed to a quality list of restaurant goers throughout the metropolitan area. A double-size center insert pictured the restaurant's panoramic penthouse atmosphere . . . while rest of booklet described the international haute cuisine. Booklet was mailed to invite Charter Dinner Guests to a week-long champagne cocktail party held at 5 p.m. each day during "Inaugural Week." Included with the mailing was a Charter

Dinner Membership Card. The Golden Door is operated by The Brass Rail restaurant chain which has done a fine direct mail job in the past. Their new airport effort was given a royal take-off with this introductory promotion.



□ **MAILOGRAPH CO., INC.**, 39 Water St., New York 4, N. Y. created an exciting four-fold self mailer . . . to announce their new Harris offset press. Each fold of the piece (printed in different brilliant colors) contained different teaser lines: "It's something to sing about . . . Cadillac convertible? . . . It's the tops . . . It's class!" Last fold revealed four-color photo of the press, which Mailograph said was "Rarin' to go to work for you!" Complete with built-in reply card, the announcement made a fine self promotion.



□ **THE TOP AWARD WINNER** in DMAA's 1957 Direct Mail Contest is still making news. *State of The Union*, sales bulletin of Union Bag-Camp Paper Corp. reported last month the impact of their outstanding money campaign is still being felt. Trade magazines everywhere, says SOTU, have done features on the currency series (see Oct. '57)

VOLUME MAILERS USE

**CHESHIRE**

**LABELING EQUIPMENT**

All addressing systems operate more efficiently, accurately and economically with the addition of this CHESHIRE machine to apply pre-addressed labels to envelopes, postcards and pamphlets up to 11" x 14½".

Speeds to 10,000 per hour save time, labor and errors. Mailers find this equipment invaluable. Investigate without obligation.



**CHESHIRE**  
INCORPORATED

1644 North Honore Street • Chicago 22, Illinois

Reporter, for example) . . . including publications in England and South Africa. The campaign also won three awards in New York Employing Printer's annual Printing Week Contest this year. Continuing recognition for a campaign deserving every bit of it.



□ **ATF's "HANDY TYPE INDEX & PRICE LIST"** has been put out in a new edition by American Type Founders Co., Inc. The index shows one-line samples of all ATF faces currently manufactured . . . including faces reactivated and returned to the ATF line. Also gives information about available ad logotypes, etc. You can get a free copy by writing to ATF at 200 Elmora Ave., Elizabethtown, N. J.



□ **SPEAKING OF TYPE** . . . The Advertising Typographers Association of America, Inc. offers graphic arts organizations a showing of their new film "It Pays To Set Type Right." The 28-minute color production shows how good use of typography influences printed advertising results. Contains information to help creative men understand better type usage. For information about

showings write ATA at 461 8th Ave., New York 1, N. Y.



□ **COLOR WAS THE KEYNOTE** of the first comprehensive annual report issued by The Chemstrand Corp., five-year-old manufacturers of chemical textile fibers. Illustrated throughout with beautiful full-color photos, the Decatur,



Ala. corporation's report described Acrilan acrylic fiber and other man-made

textile materials. Chemstrand, which is owned by Monsanto Chemical and American Viscose, mailed 185,000 copies of their report to stockholders of these two companies . . . as well as to many others interested in textile development. The 20-page combined financial statement-textile story put Chemstrand in a colorful light . . . reflecting chemical progress and growth.



□ **THE RYLANDER COMPANY**, 216 W. Jackson Blvd., Chicago 6, Ill., celebrated its 30th Anniversary last month . . . with a staff dinner at Chicago's Tower Club. Service pins were awarded to 45 employees who have been with company many years. President Roy Rylander naturally received the 30-year pin. Congratulations to everyone concerned . . . who have helped build one of the best direct mail firms in the mid-west.



□ **"DAMMIT"** . . . my eyes are too weak to see anything more than the pictures—but be sure to renew my *Esquire* subscription!" This likely candidate for Unusual Letter Headline of The Month made an attention-getting opener on a recent subscription letter from *Esquire*.

## how to have your pea picked out of the pod

As competition for attention grows keener it takes a "special something" to be noticed. The advertiser spends precious money and time to achieve distinction. Production is the link that carries this distinction to the consumer.

Bruce, Richards Corporation enhances the client's efforts . . . gives your promotion the *extra touch* that helps make it stand out. That's because we're an experienced organization, with the finest equipment, skilled technicians and modern methods. That results in quality production — on schedule.

Try us — we'll help to have *your* pea picked out of the pod!



*Bruce, Richards*  
CORPORATION

250 FOURTH AVENUE • NEW YORK 3, N. Y.  
ORegon 7-4600



The catchy quote was taken from a letter written to the magazine by an 80-year-old man in Oklahoma. "18 or 80, *Esquire* is written for men who like their reading rugged," continued the subscription letter copy.



□ **"THE POWER OF PERSONAL COMMUNICATION"** is the title of a new booklet published by R. L. Polk & Co.'s Direct Mail Div. Text is adapted from vice president C. Norman Fry's address at the "Ideas Today" clinic, Kansas City, Mo. Advertising Round

Table. Mr. Fry notes the close relationship between personal correspondence and advertising-promotion mail. He outlines steps for creating a "person-to-person" program for better direct mail results. You can get a free copy of the illustrated talk by writing to Polk's Direct Mail Div. at 431 Howard St., Detroit 31, Mich.



□ **A SELF PROMOTION BOOKLET** by Gene Bartczak Associates (industrial public relations), North Bellmore, N. Y. asks a one word question in its title:



## More of these **MAGAZINES** are sold ...

—because of the "impulse-to-buy" stimulated by our "built-in", pre-addressed reply card (or envelope). The subscriber simply checks it off, drops it in the mail, and our client can chalk up another "sale" for his Circulation Audit report.

Whether your publication is looking for **NEW SUBSCRIBERS** . . . or **RENEWALS** . . . or in **PROMOTING EXPIRES** . . . Sales Letters can help you do the job at a lower cost per reply by putting to work for you one of the most effective and efficient "order-getters" ever designed.

How much? Our own efficient all-under-one-roof copy, art and production facilities cost you not a penny more than you now pay for ordinary, less effective mailings.

To see how our "built-in" reply card (or envelope) will fit into your promotion picture, write us on your letterhead. There's no obligation, of course.



## **SALES LETTERS, INCORPORATED**

155 West 23rd Street • New York 11, N. Y. • Tel. WA 9-2680-1

SALES OFFICES: Newark, Philadelphia, Chicago

**Communicate?** Copy inside explains you've got to communicate in order to continue in business on a profitable basis. In an effort to take the mumbo-jumbo out of p.r. definition, Bartczak explains it as "Communication Planned With A Purpose." The booklet describes some planned p.r. program results, etc. You can get a copy by writing to Bartczak at 119 Soifer Ave., North Bellmore, L. I., N. Y.



□ **A 20-PAGE COLLATOR** has been developed by Collamatic Corp. . . . adding 25% more capacity to the former 16-sheet maximum. Called the Model "2000," the new Collamatic handles 2



to 20 pages at once . . . collates 20 pages in less than 30% of the space previously needed, etc. Comes equipped with Automatic Production Control. You can get complete information by writing sales manager Burton M. Smith, Collamatic Corp., Wayne, N. J.



□ **ONE OF THE BEST REVIEWS** we've read of the controversial book, "The Hidden Persuaders" by Vance Packard, appeared on page 24 of the January 1958 issue of "The Voice of St. Jude" (a national Catholic monthly published at 221 W. Madison St., Chicago 6, Ill.). Reviewer Robert E. Burns really tore author Packard apart. We can agree with his findings . . . that much of the book contains "Freudian mish-mash."



□ **MANY OF YOU** have seen The Reader's Digest mailing with two pennies showing through a second window on face of envelope. Interesting story behind it. The Digest mailed many millions (outgoing quantity not revealed). But they received one million, five hundred thousand nixies. These returned



pieces contained \$30,000 worth of pennies. If you have ever tried to unattach and clean that many coins (or less) you know it's a problem and at a labor cost in excess of the redemption value. But the Digest folks hit on an easy solution. Made a deal with a local boy's club to process the cleanup as a charity windfall. The club received for its volunteer work \$15,000 and the Digest received the other half. Smart planning.



□ **ADAPTATION:** Les Shively, alumni secretary of the University of Louisville, Louisville 8, Ky., is always on the search for fresh ideas. He saw *The Reporter* story about the Trans-Canada Airlines list cleaning campaign. Thought approach and illustrations could be adapted for alumni dues collecting. TCA officials gave him permission. Resulting folder mighty attractive and "different." And it worked well.



□ **HI FI & MUSIC REVIEW,** the new magazine for hi-fi fans published by Ziff Davis (366 Madison Ave., New York 17, N. Y.) acknowledges Charter Subscriptions with an excellent letter . . . outlining what the new subscriber will find in his first issue. Also suggests he give gift subscriptions to his friends . . . at a special gift rate. A good job of extra salesmanship by circulation director Michael Michaelson.



□ **SPEAKING OF MAGAZINES** . . . many thanks to *Cosmopolitan* and writer Eugene D. Fleming for the nice



mention of us in the February issue. In his article about how to get extra money via "The Second Income," Mr. Fleming accurately outlined the pros and cons of starting a home mail order operation. On page 64 he warned

*Cosmopolitan* readers to watch out for home business frauds and get-rich-quick schemes. "There is a definite risk involved," cautioned the writer, "and a mail order business, like any other, requires know-how. . . . Beware of sharks who promise riches." Mr. Fleming advised readers to check mail order information with *The Reporter* and DMAA.



□ **ONE OF THE MOST PECULIAR PROMOTIONS** we've ever seen comes from a Ray Stevens, 421 Seventh Ave., New York 1, N. Y. You'll have to write him for more information as the cir-

cular is somewhat confusing. Seems as if for a \$2.00 fee you get an inside tip on a combined one-day straight spot play on the stock market which is bound to win. Participants then pay promoter Stevens a commission on their profits. Sounds legitimate with testimonials to prove claims. Has been in same location for many years. Details are kept secret until the tipoff and participants are limited, according to the circular.



□ **AS A RESULT** of the story in December 1957 *Reporter* about the Westwood Community Methodist Church

For the  
Summit of  
Quality in a  
**THIN PAPER**  
always specify

Fidelity  
Onion Skin

Reduces

- TYPING
- MAILING
- FILING COSTS

For Thin Letterheads,  
Copies, Records  
and Forms.

SEND FOR A

*Kit*

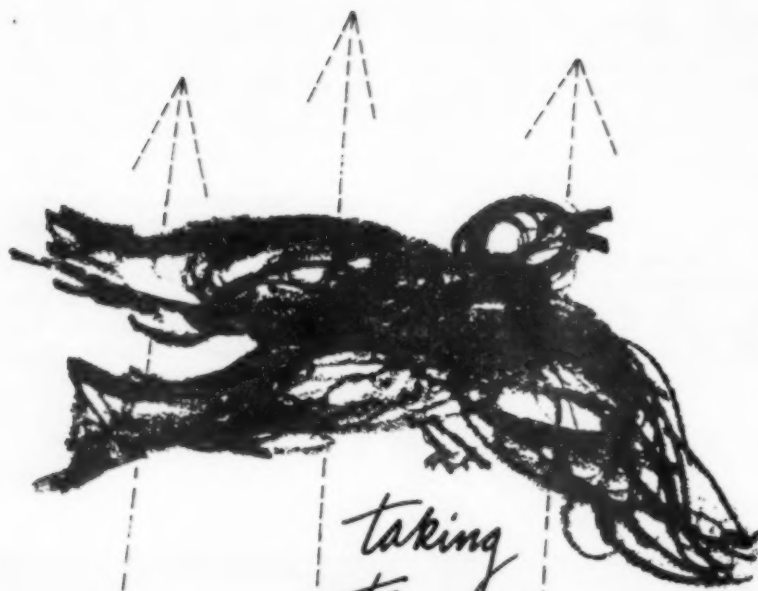
of 8½ x 11

Sample Sheets

No Charge

**ESLEECK MANUFACTURING CO.**  
TURNERS FALLS, MASSACHUSETTS





*taking  
to the  
air*

## THROUGH DIRECT MAIL

Like 'most any business, an airline is constantly working to convert prospects into customers—paying passengers. And that's why TWA uses direct mail . . . created by the Hickey Murphy Division of James Gray, Inc. . . . to get early reservations for group travel to conventions and meetings.

Hickey Murphy's thorough understanding of TWA's services . . . plus its ability to "talk" the prospect's language . . . and its specialized knowledge of copy, layout and production . . . keep TWA Convention Sales on the beam.

Learn for yourself how the creative services of Hickey Murphy can work for you. Send today for your free copy of *How To Put Action Into Your Direct Mail*—and ask to see the case history file.

the  
**HICKEY MURPHY**  
division of  
**JAMES GRAY INC.**

216 East 45th Street

New York 17, N. Y.

MURray Hill 2-9000

fund raising campaign, we've received a number of examples of excellent church promotions. One of the best came from Homer Smith, merchandising manager, National Stationery and Office Equipment Assn., 740 Investment Bldg., Washington 5, D. C., who created a different sort of appeal for the Chevy Chase Methodist Church. First two flaps of accorian-type folder are in humorous tone, with cartoons titled "No money needed for next year!" Shows how church could be run without money if members will volunteer to type letters, answer phone, launder choir robes and table linen, and will take turns preaching, serving as missionaries, etc. Remaining six folds give a logical method of financing for those who prefer to run the church in the "old fashioned way." According to Homer . . . the drive last fall, in which folder was used, went well over the budget.



□ **AND NOW** there is The Hosiery of the Month Club, operating from 9-116 Merchandise Mart, Chicago 54, Ill. Seems to us we are just about scraping the bottom of the barrel in finding ideas for of-the-month clubs. Some have succeeded. Many have not. Incidentally . . . suppose most of you read in the weeklies or financial papers that the multi-million dollar suit against Around-the-World Shoppers Club, David Margulies, Maxwell Sackheim, et al., was thrown out of court (dismissed) before defense even replied. A fitting end to a messy case against a fellow who couldn't possibly have purloined the idea for an of-the-month club because he was the co-founder of the original and highly successful Book-of-the-Month Club. Incidentally again . . . Max Sackheim authored the latest edition of "Envelope Economies," house magazine of Tension Envelope Corp., 19th & Campbell Sts., Kansas City 8, Mo., and other cities. Subject "Advertiisng Copy." A masterful job, as usual. Should be in every direct mail planner's idea file.



□ **"PAPERAMA 1958"**, Hamilton Paper Company's extensive exhibition of printed text and cover specimens, has covered a lot of territory from coast to coast. The traveling exhibit of 200 annual reports, booklets, brochures, etc. has been seen so far in Philadelphia, Washington, Los Angeles, San Francisco, Seattle, Portland, Minneapolis, Milwaukee, Nashville, Hartford, Albany, Buffalo, St. Louis and Kansas City. Latest presentation was in Chicago early this month . . . co-sponsored by Bermingham & Prosser Co.,

# Saves \$7 per thousand mailings

## ...reports one user

The new Pitney-Bowes "3100" Mail Inserting Machine can gather, nest, and insert in envelopes up to four enclosures of varied size and weight... and close, seal, count and stack up to 6,000 envelopes an hour. With as much capacity as eight workers stuffing by hand, the "3100" is a tremendous timesaver—reduced one user's time costs by \$7.00 per thousand.

This wonderfully efficient machine makes inserting a minor operation... saves diverting people from their regular jobs and upsetting office procedures, or running up overtime.

The "3100" permits prompter mailing, better scheduled mailings, wider use of the mails to promote your product or service. An optional postage meter machine provides preferred metered mail postage—or alternative postage.

Even with only occasional use, it can save more than its cost. Ask the nearest PB office for details. Or write for free illustrated booklet and case studies.

### ADVANTAGES

- **Speed**—capacity up to 6,000 an hour. Available in 1-to-4 station models.
- **Accuracy**—automatic detection of errors before envelopes are filled.
- **Simplicity of setting**—can be adjusted to any job in minutes, without special tools or skills.
- **Feeding**—is positive friction type, handles wide variety of material from invoices to tabulating cards.
- **Ease of operation**—all controls handy on one side of the machine.
- **Versatility**—handles widest range of envelope sizes—from 6 by 3¼ inches up to 12 by 6 inches; even nests enclosures inside one another while inserting.
- **Compact design**—with straight-line, self-centering feed; all moving parts enclosed.



- **Preferred metered postage** (1st or 3rd class) is provided by an optional hookup with a PB postage meter.
- **Backed by Pitney-Bowes service** from 107 branches, coast to coast, in U.S. and Canada.



**PITNEY-BOWES**

## Mail Inserting Machine

Made by the originator of the postage meter... leading manufacturer of mailing machines. 107 branch offices with service coast to coast in the U.S. and Canada.



PITNEY-BOWES, INC.  
5754 Crosby Street,  
Stamford, Conn.

Send illustrated booklet on the "3100"  
Mail Inserting Machine, and case studies.

Name \_\_\_\_\_

Address \_\_\_\_\_

**NEW  
NEVER BEFORE OFFERED**

# Personalized LETTERS

**AS LOW AS**



**7½¢  
EACH \***

**YOU GET ALL THIS:**

- Letterhead One Color on 25% Rag Bond
- Salutation Fully Personalized
- Letter With Typewriter Impression
- Signature in Blue Ink
- Letter Folded and Inserted
- You Get Printed Envelope
- Your Postage Applied

**WRITE FOR PARTICULARS  
GIVING YOUR REQUIREMENTS**

\*Price on Five Mailings of 25,000 Each.  
Two Mailings of 2,000 Each as Low as 13½¢.

# Personalized LETTERS

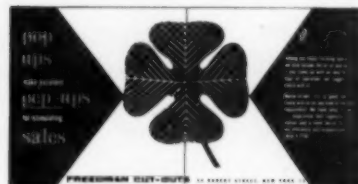
INCORPORATED

404 E. Capitol Ave., Little Rock, Arkansas  
Telephone FRanklin 6-2451

McIntosh Paper Co., Messinger Paper Co. and The Whitaker Paper Co.



☐ **POP-UP PERFECTION** was created in a sampling self-mailer from Freedman Cut-Outs, 34 Hubert St., New York 13, N.Y. Headlined "It's Your Lucky Day," the piece produced a dramatic



pop-up four leaf clover when opened. Inside headline: "Pop-Ups Make Excellent Pep-Ups For Stimulating Sales". Takes more than "luck" to create good sampling promotion like this one.



☐ **"LET'S HELP OURSELVES"** is the theme of MASA's Regional Conference to be held in Detroit this month. The three-day meeting at the Hotel Statler on March 28 to 30 will be sponsored by Detroit and Cleveland MASA Chapters. Opens concurrently with Direct Mail Day in Detroit on March 28 at the Statler... with Nick Samstag, promotion director of Time, Inc., luncheon speaker.



☐ **FINE PUBLIC RELATIONS GESTURE** made by Morton Adler of the direct mail advertising firm of Cassidy-Richlar, Inc., Philadelphia. He has presented to the Wharton School of the University of Pennsylvania an Annual Fellowship Grant providing tuition and partial maintenance to further graduate study in marketing. Recipient will be selected by Marketing Division of the University. Good idea for others in the direct mail field.



☐ **SPEAKING OF N.Y.'S PARK SHERATON HOTEL**, the Subscription Fulfillment Managers Assn. will be meeting there on the 19th of this month... for an all-day seminar titled "New Dimensions in Fulfillment—1958." Forty top-flight panelists from all levels of publishing will be on hand to report current trends. Some of the subjects to be covered include Fulfillment Procedures, Recruiting Personnel, ABC Procedures, New Postal Regulations, etc. For more information contact SFMA at Rm. 1114, 250 W. 55th St., New York 19, N. Y.



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BE SURE TO  
COMPARE **ITM**\* COST

\* IN THE MAIL — INCLUDES: 1. FINISHED PRODUCT 2. LIST  
3. POSTAGE 4. COMPLETE 3RD CLASS MAILING OPERATION

# SEN-BAK\*

... the triple purpose direct mail product specifically  
designed for: 1. mailings that must show a profit;  
2. mailings that demand maximum response.

## SEN-BAK PACKAGE

Sales Letter ..... any 2 colors  
Order Card ..... any 1 color—both sides  
Envelope ..... any 1 color

	25M	100M	500M
<b>SEN-BAK Package:</b>	25.80	21.60	19.00
LIST	15.00	15.00	15.00
POSTAGE	15.00	15.00	15.00
MAILING	5.75	5.50	5.25
TOTAL	61.55	57.10	54.25

quoted per M

Give SEN-BAK a test—Complete G.O.S. kit  
and other ITM quotes on request.

\* patent applied for

SEN-BAK SEN-BAK SEN-BAK SEN-BAK SEN-BAK SEN-BAK SEN-BAK SEN-BAK

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**GENERAL OFFICE SERVICE • INC**

527 SIXTH STREET • N W • WASHINGTON 1 • D C • NATIONAL 8-5348

SEN-BAK SEN-BAK SEN-BAK SEN-BAK SEN-BAK SEN-BAK SEN-BAK SEN-BAK

**"Help Wanted?" ...**

## **DIRECT MAIL SOLVES MANY PROBLEMS IN RECRUITING PERSONNEL**

Reporter's Note: Anyone who's followed the "Help Wanted" classified ads in metropolitan newspapers is well aware of the pressing need for many types of skilled and professional workers. Each Sunday's edition in particular blossoms with large space ads screaming for qualified engineers, top-flight salesmen, experienced secretaries, etc. In these and many other job categories, American business has faced serious personnel shortages.

Most companies looking for this essential manpower run "opportunity" space ads in hopes of filling their files with prospects from which they can draw when needed. Insertions are almost automatic . . . every week or more. But even the ads which promise everything but stock in the company (particularly to engineers) have a hard time turning up enough trained personnel to fill the bill.

To find a solution to their personnel recruiting problems, more and more firms have turned to direct mail . . . to pinpoint their specific job offers and requirements . . . to tell a more detailed story immediately . . . and to eliminate the curiosity seekers and unqualified who might be reaching for the moon.

This report tells a few of the ways direct mail is being used in this direction. You'll see how Worthington Corporation and Line Material Company are getting needed engineers . . . how Publishers' Development Corporation tackled the employee problem when they moved to the suburbs . . . and even how a small New York town went about finding an urgently needed M.D.

There are many other good examples in all types of business and industry. But this report will give you a few ideas of how direct mail is doing an important job . . . filling important jobs.

### **WORTHINGTON CORPORATION LETTER SERIES**

#### **SPOOFS SPACE ADS . . . TURNS OUT 90%**

#### **FOR COLLEGE INTERVIEWS**

FROM THE IVY LEAGUE to Pacific Coast campuses, industrial management's magnet is out . . . to sign up college engineering students who show high potential.

Worthington Corporation's problem is the same as many others in the technical student sweepstakes: *to get engineering students interested in Worthington as a place to work.* Worthington's recruiting program this year has already produced outstanding results . . . probably because it is so different from others. Engineering seniors who make a habit of searching newspaper recruiting ads regularly are pretty familiar with all the glowing superlatives . . . promises of creative opportunity, zooming income, atomic advancement and other benefits,—sometimes complete with 60'x100' ranch house for the wife and kiddies.

Against this background of Sunday classified section superlatives, Worthington decided to use a series of three simple letters. Their aim was to create a friendly feeling toward Worthington rather than promises . . . and to get graduating students to attend Worthington's campus recruiting meetings.

First letter in the series was a two-page take-off on recruiting terminology which spoofed the space ads . . . a tongue-in-check door opener which would get the seniors feeling good about the company. Second letter was a more serious pitch . . .

including a schedule showing when Worthington representatives would be on their campus. The third letter will be mailed soon as a follow-up to those attending the campus meetings (held from December '57 through April '58).

Worthington obtained their lists of engineering seniors from Decision, Inc. of Cincinnati, publishers of the *Engineer's Job Directory* (which Worthington also uses in recruiting). All of the letters were produced in two colors with blue signature signed by R. M. Hughes, director of training.

Harold J. Davis, account supervisor, Engineered Products Section, Advertising & Sales Promotion created the letter campaign. He reports that for \$150 they mailed about 1,000.

"We received more valid leads than we ever received from space ads costing ten times that amount," said Mr. Davis.

Sent from their main offices in Harrison, New Jersey, the Worthington letters have successfully lined up 78 campus interview meetings . . . from the University of Alabama to Yale. The average attendance so far has shown that between 30% to 40% of the seniors on the list show up for interview, 90% of those who attend had received the letters.

No wonder Harold Davis says "We're certainly sold on direct mail in our recruiting advertising." ●

# WORTHINGTON CORPORATION

GENERAL OFFICES  
HARRISON, NEW JERSEY

November 29, 1957

Dear Sir:

In the coming months, you'll be reading many job recruiting ads. We thought that you might need some help in wading through this maze of placementology or jobology. Here are a few between-the-lines daffynitions to help you understand what these ads are all about:

## BETWEEN-THE-LINES DAFFINITIONS

TERM	
Many opportunities .....	We need help.
Management potential .....	Know how to write your name so that no one can read it.
Work with top engineers .....	Sign up with a toy factory.
Top-level position .....	A title in lieu of a raise.
Challenging problems .....	Now that we've made it, we don't know what to do with it.
Experience .....	What you ain't got enough of, you're too old to use it.
Reasonable assignments .....	Work.
Nearby beaches .....	Particularly Utah and Nevada you have thousands of miles
Less than an hour from .....	By jet.
Cultural and entertainment facilities .....	Movies and bars available.
Your talent is the key .....	We ain't promising you a thing.

December 10, 1957

Dear Sir:

Enclosed is a copy of our Worthington recruiting schedule. Our date at your school is listed. I hope you'll come and see me when I visit your campus. (Can I be more frank?) You can arrange an interview through your Placement Office.

One thing about our program you'll like is its versatility. We can map out a complete training program or a direct assignment for you, depending on what you want. You'll find that there are enough variations in assignments to give you a good picture of the Corporation, its people, and its products. And you'll get an opportunity to choose the assignment that you want.

I know you'll be interested in what we offer an engineer with your qualifications. Of course, I can't tell you much in a letter, but I'll be glad to explain our program to you at the interview. If you would like some of our product literature or other information about our company, just write to me at Salaried Personnel Department, Worthington Corporation, Harrison, New Jersey.

R.M. Hughes  
Director of Training

R.M.H. enc.

P.S. I'm also enclosing a copy of our "Facts Sheet" for your convenience.

- 2 -

Diversity .....	We're trying to find something that we can make money on.
Job interest .....	Good looking secretary.
Openings exist .....	We need you, but we don't want to sound too anxious.
Promotion from within .....	The boss is loaded with relatives.
Type of men we need .....	Under 30, with at least 20 years of experience.
Stimulating assignments .....	Office party.
Stable company .....	We lived through the depression.
Production liaison .....	Sometimes we goof!
Security .....	The intangible something that helps you feel good about being stuck in the same job for many years.
Full quota of golding, swimming riding, etc. ....	We're really running a country club; manufacturing is just our hobby.
Expanded our engineering staff 7 times in the last 7 years ....	Two years ago we had 2 engineers, now we have 9.
Dynamic, growing industry .....	We work steady.
Unique climate of teamwork prevails .....	We don't speak to each other, so we get along fine.

Aside from spoofing the recruiting ads, we'd like to point out one thing. We try to give you a "straight facts" presentation about Worthington. So, if you want an interview without any jobology, write to:

Mr. R.M. Hughes, Salaried Personnel Dept.  
Worthington Corporation  
Harrison, New Jersey

Cordially yours,

WORTHINGTON CORPORATION

## WORTHINGTON COLLEGE RECRUITING 1958 SCHEDULE

### SCHOOL

### RECRUITING DATE

Univ. of Alabama .....	December 3, 1957
Alabama Poly. ....	December 2, 1957
Alfred Tech. ....	February 7, 1958
Army Chemical Center .....	January 22, 1958
Brooklyn Poly. ....	January 8, 1958
Brown Univ. ....	February 11, 1958
Univ. of Bridgeport .....	December 18, 1957
Bucknell Univ. ....	March 12, 1958
Univ. of Buffalo .....	January 15, 1958
Carnegie Tech. ....	March 25, 1958
Case Institute .....	November 11, 1957
Univ. of Cincinnati .....	January 29, 1958
C.C.N.Y. ....	March 25, 1958
Citadel .....	February 10, 1958
Clarkson Tech. ....	January 9, 1958
Clemson .....	February 28, 1958
Columbia Univ. ....	March 11, 1958
Univ. of Connecticut .....	January 9, 1958
Cornell Univ. ....	March 13, 1958
Univ. of Delaware .....	February 27, 1958
Univ. of Detroit .....	March 24, 1958
Drexel Institute .....	May 15, 1958
Duke Univ. ....	February 25, 1958
Georgia Tech. ....	April 18, 1958
Illinois Inst. Tech. ....	January 8, 1958 & March 25, 1958
Univ. of Illinois .....	March 28, 1958
Iowa State .....	January 27, 1958
John Hopkins .....	March 4, 1958
Univ. of Kentucky .....	January 16, 1958
Lafayette .....	March 17, 1958
Lehigh Univ. ....	December 12, 1957
Louisiana Poly. ....	December 6, 1957
Louisiana State Univ. ....	December 5, 1957
Univ. of Maine .....	March 20, 1958
Marquette .....	January 30, 1958
Univ. of Massachusetts .....	December 16, 1957
Univ. of Maryland .....	M.I.T.



## LINE MATERIAL COMPANY'S EXTERNAL H. M. SELLS ELECTRIC POWER OPPORTUNITIES . . . BY TELLING A COMPLETE INDUSTRY STORY

HOUSE MAGAZINES, particularly externals, play a tremendously important role in personnel recruiting by direct mail. They provide excellent mediums for telling a comprehensive company or industry story . . . selling career opportunities and benefits to needed talent. Many companies, in fact, have devoted entire issues of their house magazine to just such a purpose.

One of the best all around jobs we've seen in this direction was a 1956 issue of *The Line*, slick bi-monthly published by Line Material Company (Div. of McGraw Electric), Milwaukee, Wisconsin. Aimed at high school students as well as college engineering seniors, *The Line's* special 24-page issue was designed to spell out "Engineering Opportunities in the Electric Power Industry."

The beautifully illustrated, multi-color publication (edited by J. A. Kliebhan) was created by Line Material as an industry-wide service. Its editorial format consisted of ten fact-filled articles, each describing different engineering opportunities in the electric power field. Management, sales, distribution, construction, transmission, generation and other phases of electric power engineering were

profiled . . . telling their requirements, duties, compensations, advancement, etc.

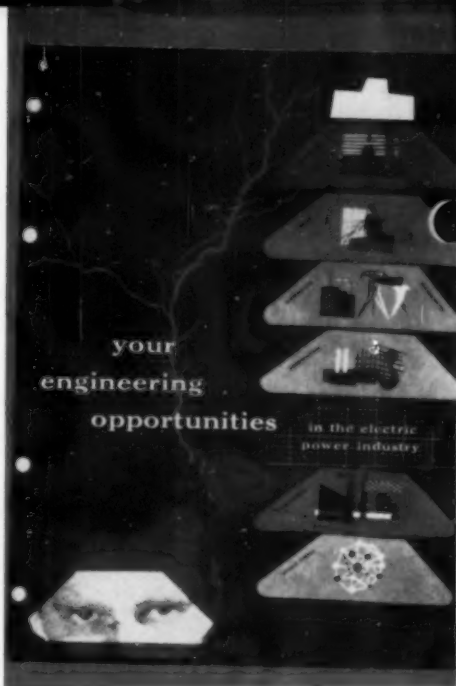
All of the articles were written by top experts in their fields . . . such as Harlee Branch, Jr., president of Georgia Power Company; Ary Mosiman, manager of market research, *Electrical World*; George A. Porter, vice-president, The Detroit Edison Company; L. R. Gaty, manager, Philadelphia Electric Company and others. In addition, editor Kliebhan also included 15 thumbnail sketches of typical utility engineers (most of them under 40), describing their accomplishments, progress and rewards.

From dramatic front cover to a personal message to students on the back, *The Line's* special recruiting issue did an outstanding job of selling electric power engineering as a vital, exciting and rewarding career. The back cover message advised engineering college students: ". . . in picking your first engineering position, choose carefully. Consider your selection wisely." It also told high school students bent on engineering to remember: "The foundation for your engineering career is your high school preparation. Build a firm foundation of required courses bonded together

by diligent study."

Among today's young working engineers, and those who will follow from colleges tomorrow, are a good many who have accepted Line Material Company's inspiring invitation to "Look to engineering and to the electric power industry for your career."

Through a stimulating direct mail story, *The Line* has inspired them . . . to make utility engineering *their line*. ●



## PUBLISHERS' DEVELOPMENT CORPORATION BOOKLET SOLVES A COMMON PERSONNEL PROBLEM: "MOVING TO THE SUBURBS"

MORE AND MORE large companies are pulling up stakes in the city and moving out to new offices and plants in suburban areas. While their clean, modern and close facilities in suburbia appeal to the local mass labor market, the move from metropolis often creates a common personnel problem.

How do firms making such an exodus get all their skilled and experienced personnel to go along? The fact is, most of them can't. Many workers prefer to remain in the city . . . and the company must fill the vacancies by selling suburban advantages to new qualified personnel.

This was the problem which faced Publishers' Development Corporation not long ago. The personnel problem for this publisher of twelve consumer magazines (*Art Photography*, *Man*, *Cabaret*, *Guns*, etc.) was compounded by the fact that their move to suburbia came mid-way in an aggressive expansion program . . . which included launching three new magazines.

From Chicago's Loop, P.D.C. moved all its diversified publishing operations to a new air conditioned building on Central Boulevard in suburban Skokie, Illinois. The big job was not only to compete with Chicago's concentrated employment



offerings, but also to get additional personnel . . . keeping pace with an expansion program which had already doubled sales volume.

The firm's recruiting approach was a hard-hitting, tell-all booklet dramatizing the point: "Publishers' Development Corporation is Really *Going Places!*" Filled with photos, illustrations and sales facts, the two-color, 24-page publication was designed specifically to recruit all types of specialists . . . from accounting clerks to executives. Its title spelled out: *Opportunities In Publishing For Qualified Men & Women In High Paid Secure Jobs.*

With "Going Places" used as the

headline theme throughout, the booklet outlined P.D.C.'s overall growth, expansion and future potential. Each department—editorial, art, advertising, subscription, accounting, etc.—was pictured and described in magazine style. More important than the typical list of employee benefits (5-day week, paid vacations, hospitalization, etc.) was the booklet's emphasis on aggressive, forward-looking management policies. ("We've planned well. Our plans are working. We're going places. If you want to go with us, we'll be glad to have you.")

P.D.C.'s talent search by direct mail has really paid off. Their number of employees has more than

doubled. Five new publications have been added; total circulation doubled. Advertising sales have been boosted over 500%, with gross sales up from \$1 million to \$2 million.

Mailed to college placement bureaus and employment agencies throughout the country, P.D.C.'s *Opportunities* booklet has been a significant part of this growth. As the booklet's copy points out: "In today's competitive conditions, the greatest mark of distinction a successful manager can have is his ability to surround himself with top talent."

P.D.C. has found this top talent . . . with a direct mail recruiting program still "Going Places."

## CAPE VINCENT'S COMMUNITY ACTION BOOKLET RECRUITS A NEEDED DOCTOR . . . BY MAIL

IN ADDITION to finding qualified personnel for all types of business and industry, direct mail has also been a boon to non-commercial organizations faced with a recruiting job. Churches and charities have used it effectively to recruit volunteer workers. And as any former 1-A well knows, the Army has used it more than "effectively" to recruit not-so-voluntary personnel.

One of the most inspiring case histories of non-commercial direct mail recruiting comes from Cape Vincent, New York . . . a small resort village near the Canadian border. When this town's only doctor died suddenly, it left Cape Vincent's population of about 1,000 completely without medical aid. After several months, the situation became critical.

Then the people of Cape Vincent took action.

After several town meetings were held to discuss the emergency, a committee was formed to arrange adequate facilities, economic needs and living conditions for a new resident physician . . . who would also double as the Town Health Officer and School Doctor. Realizing that considerable capital was necessary to purchase equipment, open and maintain an office, etc., a financial aid plan was created to help the new physician set up his practice.

But the biggest job was to find him . . . and sell him on the advantages of Cape Vincent as a fine place to work and live. To accomplish their urgent objective the people turned to a direct mail "invitation."

The invitation—not from the com-

### Cape Vincent needs a doctor . . .

This Township does not have a local residing physician. Cape Vincent is located in the northern part of New York State where Lake Ontario and the St. Lawrence River meet. Its population is made up of village and rural residents, and a large summer colony. It is fully aware of the seriousness of such a situation and public meetings have been held and the problem discussed thoroughly. As a result of these gatherings, a committee has been appointed to invite a physician and arrange adequate facilities for his practice, family and economic needs; to acquaint him with the opportunities Cape Vincent has to offer if he establishes a practice here. This invitation is not from a small group or minority, but the word and pledge of the entire community.



### What Cape Vincent has to offer you

A population more than adequate to support a doctor. Its residents are typically American in the broadest sense and industrious. The majority own their homes, farms and are in proximity to other villages, the City of Watkinsville, Ontario, Canada, does not isolate it. Its governing bodies, homes and farms, churches, school, bank, businesses and stores, hotels and motels, utilities for telephone service, fire protection, sanitation, lighting and highway maintenance—all are of the highest. It enjoys the four seasons of the year, typical of the United States—a good, healthy climate. The famous region in the St. Lawrence River begins at Cape Vincent, aided with nature's beauty and the lake, river and cities, bring hundreds of folks here every year. It is a pleasant place in which to live and work.

## You, Doctor, are invited . . .

mittee alone; but the word and pledge of the entire community—was contained in a descriptive 16-page booklet . . . created to tell what Cape Vincent had to offer a doctor making his practice there. Personal letters from Mayor Lewis D. Phillips and Town Supervisor J. Russell Fitzgerald stressed medical financial requirements the community was prepared to meet. The rest of the booklet gave a photographic panorama of life in Cape Vincent . . . its school, transportation, nearby hospital facilities, industrial potential (St. Lawrence Seaway) and booming summer recreation.

About 1,000 *You, Doctor, Are Invited* booklets were mailed to large

hospitals along the East Coast and in Canada . . . with a request that they be placed on doctor's bulletin boards.

Neil E. Heinrich, secretary of the Cape Vincent Chamber of Commerce, reports the mailing brought quite a few inquiries from interested doctors . . . as well as compliments from many hospitals. And, Cape Vincent finally got its well-qualified doctor. He was a general practitioner who was working for the government when he got ahold of a copy of the booklet . . . way out in the State of Washington.

Community action linked to direct mail can really get around . . . and get results! ●

***"Publishers as a group have sold their product short—have almost given it away," says circulation director of one of publishing's most successful (and expensive) products. Dick Benson of American Heritage has been telling direct mail audiences in Washington, Boston and New York why subscription selling requires "a long term view . . ."***



## HOW LONG RANGE QUALITY & STRAIGHT ECONOMICS BUILDS AMERICAN HERITAGE SUBSCRIPTION SUCCESS

by Richard V. Benson,  
Vice-President,  
American Heritage, New York, N. Y.

WE HAVE ALL BEEN TOLD that you can only test one factor at a time. This is quite correct. But when we started the new *American Heritage* in July of 1954 . . . we broke all the rules. Our eggs were all in one testing basket . . . a conversion offer to get old paperback *Heritage* subscribers as new Charter subscribers at \$8.00, cash. We had to come up with a successful selling package . . . or drop the project.

I look back now and shudder at how much we had riding on this test, how many mistakes we made, and how many more we might have made. Fortunately, we were successful. Mistakes and all, we obtained a return percentage of almost 2% overall.

### The Typical American Heritage Mailing

Surprisingly enough, our copy testing at this time proved the value to us of a four-color brochure. I say surprising, since all of my own experience up to that time and the experience of others I knew, was that a four-

color brochure would not pay its way. In almost all of our mailings for new business since that time, we have used some variation of the original.

A typical mailing consists of a four-color pictorial envelope (we change the pictures frequently), a four-color brochure and a dated three-color letter. The letter does not use much color, but rather imitates a normal, typed business letter as nearly as possible within the necessary cost and mechanical limitation. And, of course, there's a two-color order card and a return envelope. The return envelope is pretty plain so that it will not draw attention from the other pieces in the mailing.

Because we are faced with the problems of list duplication so common to many of you, we do a number of things to try to offset it. In any given mailing, we will use four, six or more different envelopes. When practical, we will mail over a number of weeks instead of mailing all on one date. We believe in changing our package size frequently . . . from a #10 to a 5½" x 7½" or a 6" x 9", etc.

Our renewal series uses an entirely different set of packages than our cold-name mailings. (We don't use four-color pictorial envelopes; we use window envelopes).

Generally, when we write our own subscribers, we use teaser copy on the envelope to let them know we know he's a subscriber.

### DM Quality Must Match Product

As we have upgraded our mailing pieces since the beginning, the cost has risen from about \$54 a thousand to a present \$75 or more. Each added element increasing the cost has brought back more than its share of returns. I don't know how far we can carry this, but we intend to find out.

So I think you will understand now why we are sold on the fact that quality of the direct mail must be as good as the quality of the product.

There can be no question that the real factor in renewals is the product. But I believe some part of our renewal success comes because we do not oversell our introductory offer

**Reporter's Note:** One of the most successful ventures in modern publishing is *American Heritage* . . . the magazine of history. Before introduction of the "new" AH in 1954, it was a non-profit paperback with 20,000 circulation. Today, *Heritage* is a luxurious magazine as well as a series of fine hard cover books, combining pictorial journalism with top-flight history writing. Circulation: 300,000. One of the key figures responsible for this impressive publishing success is Richard V. Benson, vice president and circulation director of American Heritage Publishing Company (551 5th Ave., New York, N. Y.) . . . also known for its line of historical indexes, maps and special books. In recent months Dick Benson has been on the speaking circuit . . . telling not only the *American Heritage* direct mail story, but also the hard-hitting facts of life about the folly of cut-rate subscription offers, introductory "give-aways," etc. His talk proved it . . . through *American Heritage's* own experience of selling \$12.50 subscriptions without overselling the introductory offer or giving everything away in price. As a former consultant to a host of other publishers, Dick Benson really knows his way around when it comes to selling magazines by mail. Before joining *Heritage* he was circulation manager of *Field & Stream*, general manager of *Omnibook*, assistant publisher of *World* and a member of *Time, Inc.'s* Circulation Dept.

The Advertising Club in Washington, D. C., Direct Mail Day in Boston, and Hundred Million Club in New York have recently heard his fine talk on *American Heritage* direct mail success. In this condensed version, Dick Benson tells all other Reporter readers why he is sold on the fact that "quality of the direct mail must be as good as the quality of the product."



After delivering his *American Heritage* speech at Boston Direct Mail Day, January 14, Dick Benson (left) was presented the 1st Annual Carlton Richardson Memorial Award. Seated next to Dick are Massachusetts Governor Foster Furcolo and Philip Nutting, Boston Ad Club president. Standing, making the presentation of the award (known as the Paul Revere Bowl), are Paul Babson, president of United Business Service; Donald Segal, S. Cupples Envelope Co. and F. J. Tominey, Printing & Publishing Week.

and do not give everything away in price.

#### Most Publishers Sell Their Product Short

Publishers have for years had the philosophy that the road to financial success is to build circulation. Build it any way you can as long as it's legal under ABC regulations. Bigger circulation means bigger ad revenue and if the circulation keeps building, then financial success is strictly up to the advertising department.

This philosophy has bred the practice of vicious field selling—the cripple at the door, or the 45-50 year old grammar school graduate working his way "too collitch." Of course, the publisher receives little or no revenue from this type of selling. This publishing philosophy, too, has bred the prevalent half-price or other special cheap inducement offers. If ABC permitted, these half-price offers would be cheaper still.

I believe the prevalence of this kind of selling or lack of selling is a basic cause of the major financial problems so many publishers face. Publishers as a group have, in my opinion, sold their product short—have almost literally given it away. If a magazine has an editorial concept that serves a purpose and fills a need or a desire, then the public will buy and pay for it.

#### Most Needed: A Long Term View

Why is it only a post-war phenom-

### "The Beginning Of American Heritage"

by Richard V. Benson

**D**URING the five years from 1949 to 1954 when it was published as a quarterly by The Association for State and Local History, *American Heritage* was a paper-covered periodical with some color . . . selling for \$3.00. It was non-profit.

In the Spring of 1954, the association approached James Parton for help. The magazine had grown too big to handle with only the free time of people with other jobs . . . and it had no capital to hire people on its own. Parton had already made a brilliant record as promotion director of the international editions of *Time* and *Life*, as an editor of *Time*, as promotion director of the *Herald Tribune*, etc. At the same time, Parton was also approached for help by the Society of American Historians on a magazine project for which they had spent \$40,000. The money had been contributed by people like Henry Luce of *Time*, Dwight Eisenhower (when he was at Columbia) to help found a series of bi-monthly, hard-cover books on history. Parton got everyone together and both societies today are stockholders and sponsors of the hard-covered bi-monthly *American Heritage*.

Just previous to this time, Jim Parton and I had been associated as consultants for a magazine which we were eventually involved in closing down. We had unsuccessfully tried to sell, by direct mail, a new look for this unsuccessful six-year-old. We had tried every sales concept we could for *Union Nations World* (later changed to *World* before its folding). So beginning with *American Heritage*, we had good reason to know: **It takes more than promotion knowledge to sell. You must have a product.**

The new *American Heritage* started business July 1, 1954. (Many of you probably remember when Walter Drey sent copies to his customers and friends.) The problem was to convert this quarterly paperback selling at \$3.00 to a hard-covered plush job selling at \$12 (with very little cash). We started off with a three-letter series to some 10,000 quarterly subscribers, offering them a chance to extend their subscriptions . . . becoming Charter Subscribers to the new magazine for only \$8.00. We also offered to give them copy for copy of the new magazine for the unused portions of their old subscriptions. This \$8.00 conversion offer, however, was a cash deal. We needed their money, and the offer was only available at pre-publication.

Result? We converted about 85% of the old subscribers . . . and the new *American Heritage* was on its way.



enon to talk about a circulation profit? This means that circulation income is larger than circulation selling expenses. When publishers talk about breaking even on direct mail, they mean recouping their selling expenses. As the saying goes, "this is a helluva way to run a railroad." When your magazine has no advertising revenue, believe me, you adopt a different attitude about what's "break-even."

Our own break-even formula for new subscriptions involves recouping not only selling expenses, but out-of-pocket expenses for paper and printing, fulfillment and distribution expenses. As yet, every one of our mail campaigns has at least met this formula.

I firmly believe that there is hardly a magazine which could not sell—and that's the key word, *sell*—in such a way that it could net substantially more money per copy than it does

now. This isn't something that is done with mirrors nor is it done overnight. It requires taking a long term view . . . two, three, four possibly five years.

For example, Time, Inc. thinks in terms of 10 years and more. The policy requires taking the attitude that the product is good—that it's valuable—that the public should and will *buy* and *pay* for it, rather than go along with a give-away policy . . . which makes a publisher completely dependent on advertising income.

### Also Needed: More Honesty, Integrity, Good Products

My point is that I believe success comes easiest in the long run to the firm who sells a good product at an honest price in an honest manner. These things are more important than all the pretty frills. And I admit that

at *American Heritage*, we like the pretty frills. I don't mean to belittle know-how. Certainly know-how is necessary and important. But integrity is fundamental.

We have heard a great deal about upgrading direct mail the last few years. I don't believe it is important to upgrade white lies in four-color, or First Class, or better printing. I think what our industry needs is more honesty, integrity, and good products.

For example, let's stop cutting prices in the middle of the renewal series. When we make an *introductory* offer, let's be sure we mean *introductory*—just that. An introductory offer is perfectly legitimate if it is introductory and not just a name for a price cut or give-away.

I'm preaching, but I don't mean to assume any "holier-than" attitude. We love a profit as well as anyone. And we have prospered. When we first started *American Heritage*, our figures said we could break even at 55,000. I should hate to have to break even at that level today. There were few, including the experts, who thought we would reach that point. But the print order for our first issue was 80,000. The print order for December, 1957, the first issue of our fourth year, was for 300,000.

### Other Products, Too

Like many other direct mail sellers, we have reached the conclusion that having once obtained a buyer, we should sell him other products. So far, we have published and sold two annual indexes and two maps; and last November, we published (in conjunction with Simon and Schuster) *The American Heritage Book Of Great Historic Places* at \$12.50 and \$14.50 for the Deluxe edition.

The print order for the book was 200,000. A good share of it was sold to our subscribers before the book was set in print . . . at a special pre-publication price. It was on the best seller lists for several weeks, drew excellent reviews, and now only a handful are left.

As for the future, I can tell you this: At the end of our second year, we had 50% more subscriptions for *Heritage* than the year before. At the end of our third year, we had 50% more than our second year. This year, we hope and expect to go on growing, but probably not in that geometric order. We haven't set our sights on any particular circulation figure. We are only interested in:

A selling formula based on *quality*—and *straight economics*. ●

## THE TYPICAL AMERICAN HERITAGE SUBSCRIPTION MAILING . . .

Initial testing proved four-color reproduction would pay its way on American Heritage subscription appeals . . . and color is still a basic element in their mailings today. Typical AH mailing package includes: 1.) A four-color pictorial envelope (mailed third class with distinctively designed postage indicia); 2.) A dated three-color letter; 3.) A four-color brochure sampling the magazine's pictorial history content; 4.) A two-color order card and return envelope. Color used on the letter and return device is carefully planned so it doesn't distract from the impact of the other pieces.





*Is the 15% commission system the best compensation method for advertising agencies? "No," says president of a young agency riding high . . . without commissions. While the title below speaks of the present, he predicts that in 10 years all agencies will be in cadence with "time-fee" billing.*



by **Ron T. Smith,**  
President  
Smith & Dorian, Inc., New York, N. Y.

## WHY WE'RE OUT OF STEP

**W**HY DOES THE AGENCY BUSINESS hold the commission system so dear? Just what relationship does it have to the kind and amount of effort necessary for our clients?

Some accounts have lots of media advertising and well-defined markets from the start. They don't need intensive spadework. Other accounts need a wide range of services, and considerable spadework, to get them started. They need the assistance of marketing experts. They need direct mail, public relations counseling, package and product design help, and 101 collateral services before they require much media advertising. Why should the ethical agency have to go through a period of famine . . . supporting the effort, in actual fact, with the profit of other clients. In short:

Why should some accounts be spectacularly profitable . . . and others spectacularly unprofitable? Why rob Peter to take care of Paul?

Agencymen are supposed to be businessmen. Yet they are paid for their services in a strange way. North of where I live, there's a major manufacturer of bolts. If he charged the way most agencies do, the price of his bolts would be predicated on the cost of the boxcar that delivers them. The bigger the boxcar, the more he'd make.

### The Client Is Willing To Pay

In our concept, the agency is virtually a part of the client's own marketing department: Media advertising

**REPORTER'S NOTE:** Over the years, the advertising agency's traditional "15% commission" compensation system has produced plenty of pro and con debate. But in recent years, it's produced bold agency action. Almost a half dozen agencies have given up media commissions . . . in favor of operating strictly on a "fee" basis. One of the best explanations why was given by Ron T. Smith at a recent meeting of the Midwestern Advertising Agency Network in Chicago. Mr. Smith, along with his partner Fred Dorian,, manages one of the most successful of the young non-conformist billers. Both agency men were formerly with J. Walter Thompson Co. They began Smith & Dorian, Inc. just a year ago with a cost accounting fee system which disregards commissions. When the agency first began at 50 E. 52nd St. in New York, it had two clients billing about \$60,000. Today it has 14 clients billing almost 20 times that much . . . and a west coast branch at 155 Montgomery St. in San Francisco. Whether or not the fast growth of the time-fee agency will continue remains to be seen. But as you'll see in Ron Smith's talk, the creative concept it produces is an important development for direct mail . . . a perfect answer to the old wives' tale: "Most agencies won't handle direct mail because there's no 15% commission."

. . . market research . . . direct mail . . . sales promotion . . . point-of-purchase . . . merchandising . . . public relations counseling . . . publicity . . . community relations . . . and stockholder and employee relations. We provide these services, often, whether they've been requested or not; for we know these constitute our value. We provide them in greater or lesser de-

gree, depending on what we find out about the client, his product, and his market.

And we do it completely *without regard to the amount of media advertising*. We provide the entire range of services of a big agency—and find the client is willing to pay for it!

How can anyone be objective about agency services—and especially

about media selection — under the 15% commission system? Who would dare take a client out of media advertising entirely? We did, not long ago, because we felt this one client would do better with direct mail and publicity exclusively. We did what judgment dictated was best, and without regard to commissions.

#### Nearest Thing To A "Department"

*S&D does not operate on the commission system at all.* Instead, we charge for our time . . . and nothing more. We don't "mark up" the outside purchases which are made for our clients. We don't pocket media commissions. We're the nearest thing in the world to a *department* of the client company. The only difference is that here the client has a group of experts in his employ . . . but only has to pay their "salaries" for the precise time they work. We have become *professionals*, charging professional fees

. . . not salesmen buying items at one price and selling them to customers at a higher price. Sometimes this costs clients more. Just as often, it costs them less.

How do we work it? Well, briefly, we record the time spent on each job . . . down to the quarter hour. Each service of the agency has an hourly rate, determined by what it costs us to provide that service, and worked out by the formulas of Ira Rubel, the widely known accounting expert on agencies.

Each month, every job underway for a client is inspected by the billing department to determine how much time has been used, and a total is invoiced for that job (see sample invoice). From this total are deducted any media commissions which may have accrued.

There's one other kind of invoice. It covers outside services and supplies purchased on behalf of the client. It's labeled, "Outside Purchases In-

voice" and covers everything from media to mimeographing. There's no markup on these items. They are billed at cost, and the suppliers' invoices are attached for the information of the client.

#### An Excellent Creative Climate

Because we know what every agency department costs — almost down to the penny — it's a simple matter to estimate. The agency makes it a policy to issue estimates both for programs — longer periods, up to a year — and for individual jobs. Aside from the utter simplicity of this method, there is a crucial advantage: the fact that it produces a truly excellent *creative* climate.

Now obviously the ethical agency tries to avoid the money factor. But I got some of my training in one of the biggest agencies — a darned good agency. And, I can remember a slightly sheepish feeling which accom-

### THREE EXAMPLES OF HOW PUBLICITY and DIRECT MAIL MERCHANDISING ARE IMPORTANT IN SMITH & DORIAN'S "COMPLETE SERVICE" CONCEPT

## 1.

For Rotiss-O-Mat, S&D designed a campaign for large-volume machines . . . in which advertising was assigned the background selling job. Publicity was charged with breaking at least one major feature story each month. This feature story in turn was merchandised in a direct mailing (including return postcard) to a key prospect list. The publicity-direct mail merchandiser was the big inquiry getter . . . by planting the impression "everyone's talking about Rotiss-O-Mat."

## 2.

For a new client, an outlined program gave publicity the job of generating features to make the client's new product acceptable through "third person selling" . . . with respected editors, not the manufacturer, telling the product story. When this foundation is built, direct mail and media advertising will follow . . . merchandising the new product's acceptance.



## 3.

S&D recently conducted a press conference for Latrobe Steel Company . . . to publicize their new steel rolling mill. On the day of the meeting, "community relations" ads appeared in local newspapers . . . while 23 editors toured the mill. That same week, "selling" ads offering a direct mail booklet about the mill were run in two major trade publications. The mixture of publicity-space-direct mail merchandising produced outstanding results.



**smith & dorian** inc. public relations • advertising  
50 East 52nd Street New York 22, N.Y., PLaza 3-5870

Job H4561 - Creating and producing new four-color catalog	\$ 622.50
Job H4110 - Creating and producing two-color 1/3-page advertisement for "Parade"	260.00
Job H5999 - Public Relations-Publicity service fee for January	1,000.00
	<u>\$1,882.50</u>

Media commissions in December:

Insertion order	1842	325.00
	1847	67.50
	1852	150.00
		<u>542.50</u>

Total due \$1,340.00

Here is how a typical agency "time" invoice looks . . . under Smith & Dorian's Cost Accounting Compensation System. Client also receives separate bill for outside services of lettershops, printers, etc.

panied recommendations for sharply increased media expenditures. I knew the advertising manager was aware of it, too. There's no question that I was representing an ethical agency. Yet the feeling was there, and almost had to be. Around our shop, this feeling cannot exist.

### "The Commission System Is Going To Die"

When we discuss our method of agency compensation, you may not agree with us. But you will have to agree that there are portents about changes in agency pay . . . there are thunderheads almost everywhere you look.

There's the Frey report . . . showing a sizeable number of advertisers dissatisfied with the traditional commission system. And there are many agencies who, if they have not dropped the 15% system, at least have added fees. (I'm told the biggest agency in the world does it on smaller clients.)

But it seems to us that this is side-stepping the problem. Why don't we just admit the 15% system won't work? Why graft fees on; why make compromises? These are, we think, the inarguable inconsistencies of the commission system. We go a step further in our thinking about it: we're convinced the commission system is going to die sooner than you think for smaller agencies; and within 10 years for the major agencies.

Why still pretend we're still only booking ads . . . and get paid, instead, as what we are: *professional marketing people*?

### Public Relations and Publicity— A Function Of Sales

We're sometimes asked: "Well, are you a public relations agency, an advertising agency—or what?" Our answer is that we are actually more than both. To us, public relations-publicity is a function of sales . . . under the premise that from top to bottom management, the objective of all

efforts is to produce more sales. Often we use public relations-publicity techniques to propel the product or company image into many more areas than even the biggest budget could reach. Other times, publicity is a strong reinforcement for advertising. Because of its extremely high readership and credibility, publicity is often preferable to advertising.

### Fifty Marketing Functions— Two Commissionable

At one time or another, I think we've contributed just about all the marketing tools to clients needing them . . . sometimes staff services, and sometimes outside experts. Just to know what expert to get when is important. Occasionally, for example, we check copy with the Ph.D. serving as our motivational research consultant. Partly because of our compensation system, we feel just as much at home with these specialists as with booking ads; there's no problem of how to bill them.

Can the traditional agency feel at home with all these tools? There are at least 50 separate marketing functions the agency is often expected to perform . . . yet only two or three of them are directly commissionable. For the rest, you must go humbly, hat in hand, to the advertising manager and explain why you must charge a fee.

So when it comes to what we should do for our clients, I ask: "Commissions on what?" Do we grow to fill the needs of today's complex marketing situation—or do we restrict ourselves to the narrow category of space brokers? . . . and reluctantly perform the other functions?

### Four Agencies Using Fee Method

I say the right approach is in the first choice. And our approach has paid off. When we were in our infancy and brother, were we infants about 10 months ago, we had two clients billing about \$60,000. We're almost 20 times larger now.

Now, at least four other agencies are operating on substantially the same method as ours. In San Diego, Los Angeles, and in Rockford, Illinois. The fourth is a new branch we opened last month in San Francisco. And there may be others about which we haven't heard.

But for all of us who have given up the 15% commission system . . . our foremost job is to operate an efficient *creative machine*. ●

*This mailing has become  
a real "classic" in the  
men's fashion field . . .*

## **GOLDMAN BROS. UNUSUAL SCROLL CREATES CHAIN-REACTION AMONG RETAILERS**



**W**HAT IS THE BEST WAY to introduce a new line of men's clothing? For Wm. P. Goldman Bros., Inc. of New York, there seems to be only one answer: Produce a chain reaction mailing piece that winds up as a featured display in leading mens store windows; draws countless request for extra copies; and parlays into a consumer booklet with a press run of 100,000.

It happened just that way when The Rockmore Company, Goldman's advertising agency in New York, created a single mailing piece to introduce a new line of GGG men's clothing. The unusual promotion was the "GGG Candid Classics" scroll . . . a 12½" x 25" pictorial history of male finery. Silk screened on Kimberly-Clark Corporation's Texoprint plastic paper, the scroll illustrated a dozen male figures in period costumes . . . from ancient Greece to the present. The visual presentation traced "the well dressed man", showing the Greek soldier, Byzantine dandy, Viking sailor, crusader, knight, Spanish adventurer, 16th Century French cavalier, 17th Century English courtier, early 19th Century Parisian,

Edwardian golfer . . . and finally the trim looking Madison Avenue man of today.

Top and bottom of the scroll were edged with sanded, shellacked and gold-sprayed dowels with attached cloth hanger. The piece was rolled into a gold mailing tube containing a reply card.

Response to the "GGG Classics" is somewhat of a classic itself. According to The Rockmore Company, no single direct mail piece they know of has ever caught on quite like it.\*

"It seems everyone wanted six or more extra copies," reports Milton Rockmore, agency president. "Managers wanted copies for other store areas and for interested customers. In my experience, this is the first time a single mailing piece has aroused such interest."

Requests for the scroll came in

\*The Rockmore Company is no stranger to mailings which "catch on". Among others, this agency's Tru Balance Corset campaign in 1954 made the now-famous Scandale girdle "catch on" in America's foundation markets . . . winning them the Henry Hoke Award for best problem solver of the year.

from universities, high schools, colleges, libraries, etc. for classroom use in art and advertising courses. More than 150 of the "GGG Candid Classics" were sent to these educational institutions. When the scroll supply was finally exhausted, Rockmore worked the artwork into an attractive booklet. 100,000 copies were supplied to retailers for mailings (with store imprint) to leading customers.

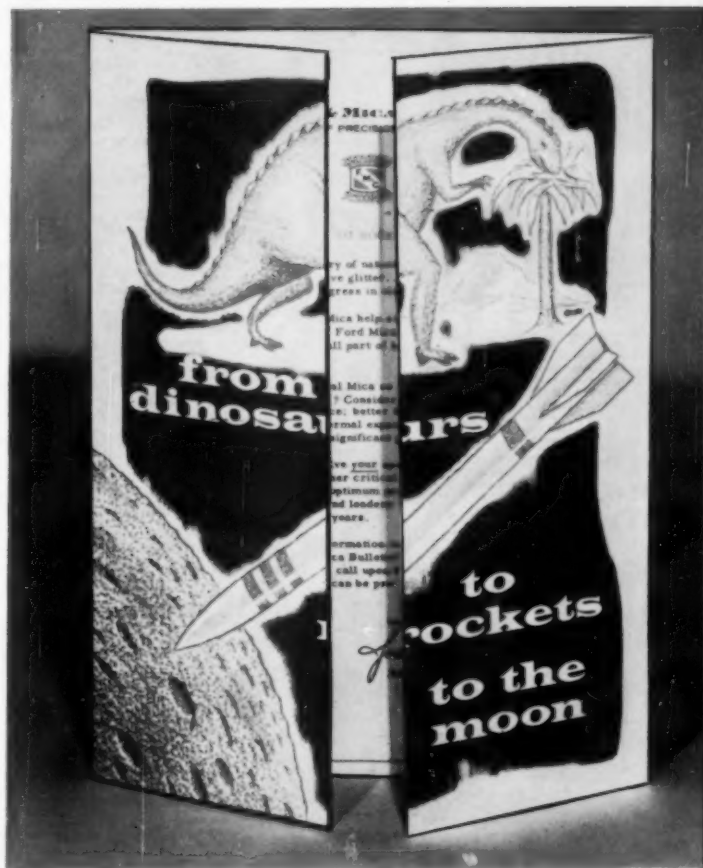
The Texoprint plastic stock played an important role in the scroll's exceptional reception. Besides its ability to get attention through unique texture, Rockmore selected Texoprint for its functional value. The scroll was planned to be durable, cleanable and lie flat without curling . . . in addition to carrying brilliant red, blue green and white color reproduction.

The idea, art, stock selection, brilliant silk screen reproduction, etc. all combined to make a truly spectacular one-shot clothing introduction for Goldman Bros. The chain reaction it created is still bringing "triple A" results for GGG. And who could ask for a better "single introduction" than that! ●



When modern "Rocket Age" electronic engineers forgot the value of "old" insulation, Ford Radio & Mica Corporation turned to an educational direct mail program. Their approach shows a good answer for anyone else who has the problem of . . .

## SELLING THE VALUE OF "OLD" IN TODAY'S "MODERN" MARKETS



IN TODAY'S FAST SELLING PACE, there's no doubt about it . . . the emphasis is on *modern*. Most products and their promotion are created to meet the up-to-date demands of young, modern markets. But what do you do when one of the biggest values of your product is its age? How do you sell the value of "old" to markets tuned to the Rocket Age?

This is the problem facing Ford Radio & Mica Corporation, 536 53rd Street, Brooklyn, New York . . . 40 year old pioneer in stamped mica insulation. While modern technology has produced multitudes of new electrical insulating materials, Ford has found the glamour and novelty of the new materials has obscured the value of "old" insulation in the minds of working engineers. Tackling the problem head-on, Ford has launched a direct mail "re-education" program . . .

to remind engineers of the capabilities of nature's *oldest* insulation—mica.

Typical of the educational direct mail pieces is the one shown here . . . a three-color gate-fold folder sent to Ford's list of prominent electronic engineers. Focal point of the folder was an inside letter from president Joseph L. Long. Headlined "From Dinosaurs to Rockets To The Moon", the mailing pointed out mica's long history . . . telling how it is responsible for the birth of electronics (as the insulator for the first radio tube). It also pointed out that in spite of advances in new insulations, mica has electrical and mechanical characteristics which many newer materials can't provide.

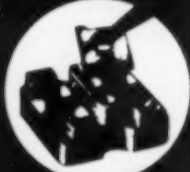
The mailing also did double duty as a good space ad merchandising vehicle. Inside featured reprints of

two Ford mica product ads . . . flanking president Long's letter.

Linking the old with the new via a direct mail education program is producing excellent results for this industrial firm. In this mailing, an offer for Ford's "Mica Bulletin" (up-to-date information on mica use) brought a 13% response in the first two weeks. By the end of the third week, more than 20% had contacted Ford . . . with requests still coming in at this writing. Special follow-up brochures will give engineers information on mica's latest technical use, as well as tips on how to design mica insulated electronic installations.

The value of "old" can be effectively sold to modern Rocket Age markets. Ford Radio & Mica Corporation is proving it . . . with an information-loaded direct mail program. ●

Looking for **HIGH DIELECTRIC STRENGTH** ?  
get **6.2 Kv/mil**  
with **NATURAL MICA!**



One mil dielectric mica service used in electronic vacuum equipment.

Natural mineral MICA provides high dielectric with excellent compressive and flexural properties: roll thin films around 1/8" mandrels—without damage. Add 1000°F. stability, low thermal conductivity, expansion.

And only FORD can shape and fabricate MICA into the precise form you need. Write for MICA BULLETIN and details.

your PROBLEM ?

Discuss it with FORD MICA engineers, backed by 40-year-plus leadership in mica insulation precision-stamping and fabrication.

**FORD RADIO & MICA CORP.**

**FORD RADIO & MICA CORPORATION**  
FABRICATORS OF PRECISION MICA SINCE 1917

JOSEPH J. LONG, President  
EDWIN A. LONG, Vice President  
ALLAN J. LONG, Treasurer



326-340 63RD STREET  
BROOKLYN 30, NEW YORK  
GEORGE 9-8300-1-2

FROM DINOSAURS TO ROCKETS TO THE MOON.

... can well be the history of natural Mica. Ancient man was fascinated by its decorative glitter. . . twentieth-century science considers it a tool of progress in electronics, other fields.

How can natural Mica help solve today's "tough" problems ? These first in a series of Ford Mica advertisements to appear shortly reveal only a small part of Mica's unusual combination of properties.

What makes natural Mica so unusual, as compared with other available materials ? Consider part of Mica's "combination" 1000°F thermal resistance; better than 6000 v/mil dielectric strength, and .00003 thermal expansion! A new Ford "Mica Bulletin" provides other significant properties.

Mica may help solve your specific electrical, electronic insulation, thermal or other critical problem. To get it in the precise form needed for optimum performance is the specialty of Ford Mica, pioneers and leaders in precision fabrication of natural Mica for over 40 years.

Get up-to-date information on natural Mica's properties and forms in the new "Mica Bulletin" by mailing the convenient postage-paid card. Then call upon Ford Mica specialists for information on how mica can be precision-fabricated for your application.

Very truly yours,

*Joseph J. Long*  
JOSEPH J. LONG

President

JJL/dm

Att: 1

Need Insulation with **1000 F** ?  
**HEAT RESISTANCE**

**MICA**  
has  
it !



Insulating mica bridge for high-temperature electronic tubes.

Inert mineral, MICA, can retain HIGH dielectric properties, strength, maintain form—even in half-micron thicknesses—at temperatures and shock conditions far above the limits of other inorganic, organic insulation.

And only FORD can shape and fabricate MICA into the precise form you need. Write for MICA BULLETIN and details.

your PROBLEM ?

Discuss it with FORD MICA engineers, backed by 40-year-plus leadership in mica insulation precision-stamping and fabrication.

**FORD RADIO & MICA CORP.**

**Old American Insurance Co. Letter Gets Action With "Entertainment" Headline**

OLD AMERICAN INSURANCE CO., 1 West 9th Street, Kansas City, Missouri, gets action for their "get acquainted" offer . . . by using the puzzle below.

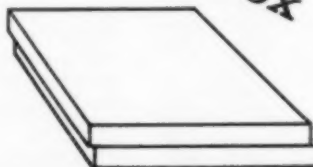
"Take an ordinary thin dime," says the letter copy. "See if you can place it on top of the box in such a way that the dime will not touch any of the edges . . . It can't be done. That's because a dime covers a bigger area than the average person realizes."

Rest of copy explained big coverage of OA's Special Accident

Policy introduction . . . costing only a dime. ("Wrap \$10c in a small bit of paper and include it with application in the postpaid envelope.")

In addition to getting readership with a novel entertainment approach, Old American's Max Ross tells us: "It serves a psychological purpose of getting the dime out of a pocket or purse, ready to send in with the trial application." ●

CAN YOU PUT A  ON TOP OF THE BOX



without touching any of the edges?

# UPGRADING LETTER COPY



by Paul Bringe  
Milwaukee Dustless Brush Co.

This letter illustrates a point. A large firm, just because it is large, has no corner on selling skills. It illustrates too, what little attention the advertising department of many industrial firms give to letters, selling letters that should be an important part of the overall sales program.

This is a poor letter. It begins with a headline you would expect to see on a billboard, a headline that robs this letter of any personal appeal it might have. It talks to an "industry" instead of talking to Joe Blow, trucker. No "industry" will ever read this letter but many Joe Blows will. At least the writer must hope so.

In the first sentence comes that old chestnut about not reading any further unless you want to make a million dollars. This impertinent and slightly insulting opening for a letter should have been decently buried a long time ago. Apparently some fifty year old "Letter Books" are still in circulation.

The best sales idea comes in the third paragraph. It should be right up in front, where it is in the rewrite, with a little twist to give it stopper value. If the idea is any good that's where it will earn its salt by pulling the reader into the balance of the letter. If you hide a strong selling point in the body of your letter your reader won't ferret it out.

This is the kind of letter that asks for no direct traceable action, and maybe that is its chief fault. It permits the writer to say just about anything with no possibility of checking results. If you believe in the letters you write don't be afraid to put a call for action in them. At least you will know where you are going.

## SPENDING TWICE AS MUCH FOR BRUSHES CAN CUT YOUR BRUSH COST IN HALF!

Sounds silly doesn't it? But that's just what is happening in thousands of vehicle washing operations all over the country. Wherever Du Pont "Tynex" nylon replaces natural fibre brush costs go way down.

The enclosed article on washing operations, which appeared recently in the DU PONT MAGAZINE, tells how railroads, bus lines and trucking companies save money on brushes. They specify "Tynex" nylon. Controlled tests with "Tynex" brushes show up to nine times more service than natural fibre. That's worth looking into.

There are other savings too. "Tynex" absorbs little water and that means less load on washing motors. It's smooth surface throws off gritty particles before they can damage fine painted surfaces. It's resilient - less chance of tangling or matting like natural fibre.

Take a look today at how much you are spending for brushes. You can add about 50% of that cost to your profit by specifying "Tynex" nylon for all your washing brushes.

Just asking for nylon isn't enough because there are many different kinds of nylon. When you ask for "Tynex" nylon made by Du Pont you can be sure your brush costs will go down - and your wash jobs will go faster.

Sincerely,

P.S. Want to know where you can buy "Tynex" brushes? Use the enclosed card to find out the kind of brushes you want. You can get them at once.

AD-714



E. I. DU PONT DE NEMOURS & COMPANY  
WILMINGTON 98, DELAWARE  
POLYCHEMICALS DEPARTMENT

September 7, 1956

### A MESSAGE TO THE TRANSPORTATION INDUSTRY.....

Please don't read any further...unless you're interested in reducing your high cost of maintenance. Since you are reading, we ask you to continue with the enclosed article which has been reprinted from the August-September issue of the DU PONT MAGAZINE.

It tells you, paradoxically, how others have saved money by spending more for the maintenance brushes they use. As with anything else, cheap brushes often prove costly in the long run. Check how many brush replacements were required in your maintenance operations for the past year. Numerically or in terms of dollars, you'll find the figure is high.

You may not be familiar with our trade-mark, "Tynex" which is used to designate Du Pont's nylon filament, but after reading this article, you will want to remember it the next time you order brushes. "Tynex" is the symbol of uniform price, quality and availability in a bristling material.

All nylon is not the same physically or chemically. Only Du Pont makes "Tynex" nylon filament.

Cordially yours,




*R. J. Manning*  
R. J. MANNING  
MARKETING MANAGER

RJM:bw  
Encl.

# FEED BACK

DIRECT MAIL

directs replies...direct to you

<b>VISI-LETTER</b> letter with return card in rear sleeve - unusual die-cut possibilities.	
<b>ENVE-LETTER</b> letter with gummed envelope attached - excellent for questionnaire, order, check.	
<b>CIRCU-LETTER</b> self-mailer includes personally addressed return card in printed sleeve.	
<b>PIGGY-BACK</b> attached letter with reply gummed envelope - used as self-mailer.	

FOR FULL DETAILS, PRICES CALL  
LATHAM PROCESS-200 Hudson St., N.Y.C. WO 4-7740

**FEED-BACK**

## *Elliott* ADDRESSING MACHINES

offer you the only competition you can find in the Addressing Machine industry.

Consult your yellow telephone book or write to The Elliott Addressing Machine Co., 127 Albany St., Cambridge 39, Mass.

## "Reed-able Copy"

*A Monthly Clinic Conducted by Orville Reed*

### Confusing

We fully realize the world is changing. Sputnik has been responsible for spotlighting some of the weaknesses of our school system. Even the climate is changing—Florida with its deep freeze season, and Texans learning to drive on ice.

Evidently mail order selling is changing, if a letter we received from a greeting card manufacturer indicates a trend.

The letter tells all about the greeting cards—the willingness of the manufacturer to send a box on approval. Pretty good copy, too. Until the writer got to the return card.

First item on the return card: "After reading your letter carefully I have decided not to have you send me a box of all-occasion cards on approval."

Next item: "However, I would like to receive a Christmas box on approval when it is ready in the fall."

Then at the bottom of the card: "DO NOT MAIL THIS CARD if you would like to receive my box of cards on approval."

Suppose the time will ever come when the boss will call in his chief copywriter and a conversation along the following lines will ensue?

Boss: How are results from that last mailing of 10,000 pieces?

Copywriter (smiling with self-satisfaction): We didn't get a single reply.

Boss: Wonderful. Now we're under way. You've done a wonderful job and I've put through an increase in salary for you.

Here's a piece of mail order copy that actually asks the recipient not to mail the card, plus giving the recipient a chance to tell the manufacturer not to send the product on approval.

Now we've seen everything. Surely the world hasn't changed that much.

### Brevity

No one in this business argues with the virtues of brief copy. Of course, a short letter invites reading more readily than a long letter.

After writing thousands of direct

mail letters for clients, and reading many thousands more written by other copywriters, I'm convinced that brevity for brevity's sake has ruined more copy than any other one thing.

Show the boss a full page letter, single spaced, and his first criticism will be: "It's too long. Nobody reads long letters."

Everybody who writes copy to sell something to the business executive seems to think the average business man is in a tizzy from 9 o'clock in the morning until 5 o'clock in the afternoon (with, of course, time out for 2 martinis (very dry) and a 3 hour lunch).

No matter how busy a man is he'll take time to read what interests him or that points up an idea or a product that will help him make more sales, more progress, more money in his business.

Many copywriters freeze or get a case of frantic frustration when they sit down to write a piece of copy for a boss who is convinced "Nobody reads long letters."

Shortening copy often means cutting the wordage by elimination. An attempt to eliminate wordage too often results in eliminating ideas. Instead of "Be brief," we'd like to hear more about "Tightening up" copy. They're not the same. When you tighten copy you make every sentence say something that leads the reader through the letter and convinces him to act on what you want him to do.

Another idea which frequently is overdone is the use of short sentences. And short words.

As everyone who reads this knows, a letter composed entirely of 5 or 6 word sentences is the hardest kind of reading. It jumps all over the page. Like a grasshopper. Some thoughts can't be expressed in a 5 or 6 word sentence.

Take the Gettysburg speech. Short words? Short sentences? "Four score and seven years ago our fathers brought forth upon this continent a new nation, conceived in liberty and



dedicated to the proposition that all men are created equal." A 30 word sentence.

Count the one syllable words—18 out of a total of 30—only 60 per cent. But it flows. It carries the reader along. Many attempts have been made to rewrite it according to the 80-one-syllable-words-to-every-100-words formula. All have failed.

We are not denouncing the 80 per cent one syllable word formula. We're just pointing out the fact that formulae are simply guideposts. They shouldn't be worshipped.

#### Who's Fooled?

A magazine subscription letter dropped on my desk some time ago. Printed on the order blank in big red letters were the words NON-TRANSFERABLE.

Nothing at all personal about the letter. Just the usual multilith job.

By what stretch of the imagination could the writer of this letter have considered "Non-Transferable" as a sales point. Anybody who reads those words knows very well that a subscription on the non-transferable order blank will be accepted from anybody. So why use it? All it does is break down confidence in mail selling. Too tricky. Untrue.

Also, who believes the following (also a part of this mailing): "At the special rate of 15 months for only \$3.75, we must limit the number of new subscriptions we can accept."

#### Ugh!

No sooner had Russia launched Sputnik than copywriters rushed to their typewriters to get out a piece to tie in with this world shaking event.

The result—many forced, strained, illogical tie-ins.

I have a piece before me from a printer feebly attempting to ride the tail of Sputnik. We quote it here as a horrible example:

"A message from Sputnik: You don't have to go out of this world for fine printing. The beep-beep-beep of Sputnik's early days may or may not have been a message from out of this world. We're certain, though, that no business man has to travel out of this world for fine printing. It's right here on earth—right here in our modern plant."

#### Get This

We may be encroaching upon the Short Notes Department, but we urge you to get a copy of the current issue of *Envelope Economics*, Tension Envelope Corporation's interesting house organ. The entire issue is devoted to an article, ADVERTISING COPY by Maxwell Sackheim.

Here are a few gems every copy-

writer should heed:

"You can't expect them (the prospects on your mailing list) to listen to your story unless it is more important than whatever it is they are doing or thinking about at the moment."

"... the best way to approach the problem of attraction is to think in terms of human symptoms and cures. Your product or service must meet some human need or want. It must be a cure for something or doesn't deserve to exist."

"To attract, interest, convince and impel action through advertising you must ignore your own personal preferences and become a logical prospect."

Finally, Max quotes something Claud Hopkins wrote many, many years ago:

"One of the greatest advertising faults is that adwriters forget that they are salesmen and try to be performers."

#### The Round-up

A few issues ago we had some words to say about follow-up letters. Now our mail brings us a regular subscription solicitation letter using the follow-up technique. Evidently this is the second mailing to the same list, although we do not remember the first letter.

This one starts out: "If you've been meaning to say 'yes' to our subscription offer of 3 weeks ago, here are a few extra (and timely) reasons for acting on it today."

While we have talked against referring to a former letter which most prospects have long since forgotten, this is an effective opening. It suggests action. The remainder of the letter repeats the benefits a reader will get from the magazine.

Here's a letter that gives a build-up followed closely by a definite let-down. The opening: "We are having a birthday but plan to give you a present." When we get down to the meat of the letter we find that the birthday present offered is one which hinges upon our spending \$10 for an 18 weeks trial subscription. The lead got our attention. Even our interest. But we are not used to paying for our birthday present.

"A brilliant new idea in word-references for those who work with words . . . MORE USEFUL THAN YOUR DICTIONARY," says the first sentence of a letter from a publisher. I make my living with words. So I'm interested. And when I get into the letter and find the volume is "for those who want to say exactly what they mean," "who want to express themselves in a most impressive and effective way," "... manual guide to the thousands of words and phrases that make writing and speaking effective," and "It recognizes that what you want is not a synonym but

## PHOTO-ENGRAVING

You can measure the success of your printed promotional material more accurately by selecting "Horan" in the preparation of quality *Black & White*, *Benday* or *Color Process* printing plates.

In the production of dependable photo-engravings the human element is as great a factor as the best of modern mechanical techniques.

Why not call for one of our representatives.

INQUIRE ABOUT OUR 16mm SOUND COLOR FILM ON PHOTOENGRAVING

Operating Twenty-four Hours a Day,  
Four Shifts Every Work Day



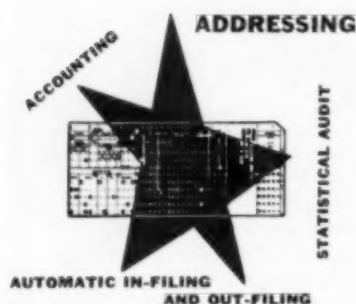
P. S. A copy of "The Art and Technique of Photo Engraving" will aid you with your production problems. Send \$2.00

### HORAN ENGRAVING CO., INC.

44 West 28th Street, New York 1, N. Y.  
Murray Hill 9-8585  
Branch Off.: Newark, N. J., Allentown, Pa.

"Lewis Kleid has handled millions of keyed complicated mailing pieces for us every year, for over 22 years, and has never let us down. He applies his knowledge of mail order methods to our problems and constantly comes up with ideas to save money, to speed up production, and to improve our direct mail results. His organization exhibits unusual initiative in tracking down mailing lists and gives excellent service."

Edith Walker, Direct Mail Manager  
Book-of-the-Month Club



## USE PUNCH CARDS FOR ADDRESS-MASTERS

- Cut Costs in HALF!
- DOUBLE flexibility!

Scriptomatic uses CARD masters (IBM, Remington-Rand, Samas, or ledger or index) to address directly to tape, wrappers, envelopes, booklets, on one machine. There's no limit to the versatility of punched card Scriptomatic masters for automatic in-filing, extraction and electronic sensing, for matching, sorting, etc.

Write for File "Scriptomatic Methods"

**SCRIPTOMATIC, Inc.**

300 North 11th Street, Phila. 7, Pa.

*Scriptomatic*

5-703

## MEMO TO PREMIUM MANAGERS AND MAIL ORDER LIST OWNERS

We'll pay you cash for your box tops or inquiry letters.

The publishing industry needs good mail order names.

If you have 25,000 or more premium requests in your possession, we are interested.

Many well-known national advertisers have found it profitable to sell us their names. Why not you?

Just drop a note telling us how many you have on hand and enclose sample of advertising material which produced the names.

## ACTIVE MAIL ORDER LIST CO.

241 Lafayette Street  
New York 12, N. Y.

Phone Walker 5-2450

an exact word or phrase" . . . the letter had me coming its way. Then it offers to let me "look it over for a few days and decide how you can use it." Sounds good. But why inject this in the last paragraph?: "In any event I shall be very glad to receive your comments regarding this new volume."

Up to this moment the letter drove for an order. Did a good job, too. So why inject that phony sentence.

### Say What You Mean

Much of today's humor is based upon the conscious or unconscious misinterpretation of words and phrases. But when a copywriter conveys his meaning in a phrase or a word that can be taken two ways it isn't so funny. For instance, the butcher in what follows meant to say "Your bill is larger than I can afford to carry on my books." But he didn't say what he meant to say and got a wise crack from his customer. He might have got a serious answer, a promise to pay up soon, or even a partial payment of the money owed him if he had said what he meant to say:

Butcher: I can't give you any more credit. Your bill is larger than it should be.  
Customer: I know that. Just make it out for what it should be and I'll pay it.

## REACTIVATING INACTIVE ACCOUNTS

Reporter's Note: Glad to see how our good friend, Bert Barnes, is spreading the word about the power of direct mail for reactivating lost or dormant retail store accounts. In recent issue of "The Pick-Up," house magazine of United Parcel Service, which Bert has edited for many distinguished years . . . the following story appeared. Although some of the points covered appeared in former issues of The Reporter . . . it may be helpful to repeat the advice.

A well-phrased, courteous letter came to the home of this writer from a department store credit manager who wanted to know why the family account had become inactive. That was nearly a year ago. No further inquiry has been made, no follow-up of any kind seeking to reactivate the account, just a one-time "shot" that was allowed to fizzle out.

Apparently many stores follow the same pattern, according to a study of inactive account solicitation made by Virgil E. Harder, assistant professor of business writing, College of Business Administration, University

of Washington, and reported in the April issue of the university's magazine, Pacific Northwest Business.

Stores that have consistently "worked" their charge accounts, and have records to prove the success, have seemingly found inactive account solicitation a "gold mine for business." But to pan out the gold requires a planned budget, a planned campaign, and records of the results, according to Prof. Harder.

Here are some of his observations and findings:

"Most studies indicate that of all the accounts opened in any particular year, less than 20 per cent will still be active at the end of ten years . . . The average store loses almost 30 per cent of a given number of active accounts by the end of the second year after the accounts are opened. The figures for specialty shops differ somewhat. The per cent of accounts still active drops 45 per cent at the end of the first year, to 36 per cent at the end of the second year, 24 per cent at the end of the fourth year, about 10 per cent at the end of the eighth year and about 7 per cent at the end of ten years.

"If accounts are valuable enough to warrant attention, two possible objectives may be sought: (1) increase the number of accounts that remain active during the life cycle, and (2) increase the life cycle. These objectives are closely related since, for example, a careful cultivation of active accounts would reduce the number that become inactive (thereby increasing the number that remain active during the life cycle); that same careful cultivation would also keep customers 'happy' longer (thereby increasing the life cycle).

"A store which is carefully cultivating its accounts is a store that is geared to giving the customers extra attention — such as advance announcements of coming sales, tear sheets of advertisements, special 'charge account' store sale days, and, most important of all, 'good will' types of letters and circulars, e.g. Christmas thank-you letters, thank-you-for-your-prompt-pay type letters, house-organs."

In discussing what media to use Prof. Harder seems to think direct mail most practical. A department store that tested five letters on 500 inactive accounts revived 248 or 48 per cent.

On planning a campaign Prof. Harder admits that the amount to

get the  
professional  
approach  
... to your  
**DIRECT MAIL**

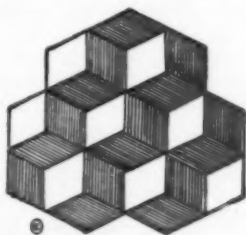


For a FREE roster of members of MASA, the professional creators and producers of SETTER direct mail, write to:

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service association

INTERNATIONAL  
18120 James Couzens Hwy.  
Detroit 35, Michigan

**HOW DO YOU  
SEE IT?  
6 BLOCKS OR 7?**



Sales promotion problems, too, look different when viewed from different angles. Let AHREND look at your problem ... from the vantage point of twenty years' experience dealing with other "unique" problems ... and creating result-getting solutions at low cost.

Call Herb Ahrend  
at PL 1-0312  
or write

**AHREND  
ASSOCIATES**  
601 Madison Ave.  
NEW YORK 22, N.Y.

spend on reactivating accounts is "often a problem, and often is handled in a haphazard manner." He further states: "A store will just decide to 'do something about inactive accounts,' mail mimeographed letters; then just wait to see what happens. A few answers—maybe five out of 400—dribble in, and the store concludes that the campaign was a flop. What the store did not consider was that the potential value of those five returns was somewhere around a minimum of \$1,000 in gross sales, and regardless of potential, the amount of business received during the three months following the mailings may have paid the cost of the mailings many times over."

Prof. Harder thinks it best to call in outside specialists to prepare a mail campaign, if the store has not had experience with inactive account campaigns.

**HOW MANY OF YOU  
KNOW ABOUT THIS?**

We didn't either until we heard from Reporter reader, Robert S. Zigler, New Windsor, Maryland, that there is an organization called Heifer Project, Inc. He is eastern regional director in charge of publicity, shipping and finance. The project is an interfaith relief and rehabilitation organization that sends contributed livestock and poultry to war ruined and agriculturally undeveloped countries.

It was organized in 1944 to help meet the nutritional needs of hungry people by supplying the type of assistance which meets the immediate problems of hunger and malnutrition ... but yet has the long range potential for supplying food requirements for the months and years to come.

Since 1944 ... 9,506 cattle, 205 calves, 7,668 goats, 626 sheep, 1,511 pigs, 47 horses, 25 burros, 680 rabbits, 322,062 chicks, 306,657 hatchling eggs, 3,000 turkey poults, 500 ducklings, 100 guinea keats and 220 packages of honey bees have been shipped to 49 different countries.

If you'd like to know more about it ... write to Mr. Zigler. Particularly ask for fascinating report of shipment of cattle in 1956 to the Soviet Union. A down-to-earth peaceful effort possibly more effective than a summit conference.



**MCRB "MARKETING  
BY MAIL EXPANDS  
ON WEST COAST"**

Market Compilation & Research Bureau, largest compiling house in the west, has moved into a brand new and even larger plant at 10561 Chandler Boulevard, North Hollywood, California. The new plant expansion made on February 1st is the result of increased west coast compilation research and mailing activity, says Meyer I. Rashmir, M.C.R.B. president.

Geared to the firm's continuing service theme, "Marketing by Mail," the new building more than doubles library space for thousands of directories, maps and other list research material. Conveyor systems and other mechanization helps speed up list operations. Rose Rashmir, M.C.R.B. treasurer, reports new electronic equipment will be installed soon for even more scientific selection.

Typical of M.C.R.B.'s "Marketing By Mail" research and compilation activity is a recent 7-million sales lead job for a national firm. The assignment includes making census tract studies of every major city in the U.S. by income, age, professional status, children and home ownership. All names are being coded so returns may be checked for market results. M.C.R.B.'s popular west coast occupant list is compiled with the same calculation techniques. It includes the four counties of metropolitan Los Angeles ... with 1,700,000 addresses on plates.

Matching the modern mechanization of their new plant, M.C.R.B.'s roster of technical talent makes "Marketing by Mail" really click in the west. Lewis Rashmir, former chief of base engineer management at Norton Air Force Base (San Bernardino) has joined the corporation as vice-president. Some other M.C.R.B. experts instrumental in the expansion are Lorne Geib, supervisor of sales, mapping and statistics; John Wiley,



# DON'T RIP- ZIP!

ZIP-OPENERS offer extra convenience and impact . . . get attention, action and provide "opening insurance."

ZIP-OPENERS tie in with catchy copy leading to the string . . . and have actually increased returns as much as 20%!

Let this latchstring bid welcome to your message.

Send for free brochure and samples.

ZIP-OPENER

No letter opener needed. ZIP-OPEN HERE

the  
**Connelly**  
Organization, Inc.

1010 Arch St., Phila. 7, Pa.

Market 7-8133

## FREE!

NEW 1958 CATALOG  
IN 4 COLORS, SHOWING

## 128 FLASH BULLETINS

See these compelling 4-color letter-size forms that ad-men and sales execs use to drive home a message! Perfect for everyone who uses form letters! Thought-provoking headlines tied-in with eye catching illustrations. Ideal for mimeo, ditto, multigraph, offset or letterpress. Send now for catalog. No obligation.

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Phone ELdorado 5-0025

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For Cutting  
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Costs!**

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Chicago 10, Ill.  
WHitehall 4-1178

production manager (both UCLA marketing graduates); William Wilber, supervisor of traffic verification; Sam Rounds (former production manager at Krupp's), typing coordinator; and Martin O'Halloran, director of library and reference material.

With these and other experts handling the increased load of compilation and research in M.C.R.B.'s new streamlined plant, "Marketing by Mail" is booming in the west.

## A LETTER TO THE GRANDCHILDREN

**Reporter's Note:** This letter won our 100 per cent approval when we saw it in Joe Kesslinger's always fascinating house magazine, *Back Talk*. Joe's monthly magazine of earthly philosophy and brilliant but hard-boiled comments on the news is now in Number 94 (close to eight years old). It's published in behalf of his advertising agency, J. M. Kesslinger & Associates, 37 Saybrook Place, Newark 2, N. J. Think you all will enjoy Joe's letter to his grandchildren. Sensible advice for all of us.

Dear Leslie, Jeffrey, Jacqueline and William:

Your grandfather may not be around to talk about these things when you approach maturity, so he is putting a few thoughts on paper now. (Actually, he only is saying this; coming from lines noted for longevity, he really believes that he's going to be among those present for a long time.) If he should join his ancestors before the time is ripe for a heart-to-heart talk with you, your parents may ransack his old papers in the belief that he left some cogent message. Alas, they will be disappointed. Your grandfather has no vital intelligence to inspire you or the world. At best he is only an amateur pundit and never made an observation that others hadn't made with greater perception. But the family system impels every grandfather to arrogate the right to preach to the young, and I am no exception. I shall try to go lightly on the preaching.

What kind of men and women will you grow up to be? Knowing your parents, and being somewhat prejudiced in their favor, I have no fears on this score. Then what? There are many little things that bulk large in character and these are what I want to talk about.

Be proud of your origin, racial, national and religious. But don't make the mistake that you are something exceptional in the scheme of things. Many primitive tribes in antiquity believed in the Messianic idea and felt they were God's elect. You can't be truly civilized and believe that you are better than anyone else in God's world, better than a Negro, a Chinese, a Puerto Rican, an Indian, a Japanese or a Malayan. You may be more fortunate in your advantages of cultural exposure, but you are not better. This notion is entirely idiotic and, if there is such a thing, a mortal sin.

You will be taught to be honest and truthful. Sometimes you will find it difficult. Until the mold of your character is hardened, there will be temptations to lie a little, take unfair advantage, make yourself out to appear better than you really are. Get in the habit of decency at an early age. If confessing or admitting an error brings punishment, that, too, is good. It is, in fact, a lot better than being rowelled by an uneasy conscience. You may fool everyone in the world but you never fool your conscience.

When the time comes for you to make your way in the world, you will encounter people with sick minds, people who appear to have no compunction about lying, stealing and injuring others. You will be hurt, because this is the way of the world. Your only defense will be your own moral strength. Unless you develop a thick hide, make no serious attempt to reform the world. This goes for politics, too. A sensitive person can be mangled in this area. Live your life with your head high. By example, make your conduct an instrument for good among your friends, your associates, your community.

Knowing your origin, I am betting all of you will grow up to be sensitive souls. Do not make the common mistake that most sensitive people make—by being concerned only with your own sensitivity, without worrying about the other person.

In due time you will be ready to shed your apron strings and strike out on your own. That, too, is the way of the world. But always remember that it isn't essential to kick your father in the teeth to prove that you are grown up.

Some time during your adolescence you will be frightened by "evil" thoughts. You will think yourself depraved because you have such



thoughts. Weak persons attempt to banish these thoughts from consciousness. But no one can banish them from what psychiatrists call the "unconscious." Here they lie buried in fearsome cobwebs of guilt, ready to burst forth and plague you at a later time. The way of health is to acknowledge these so-called "evil" thoughts and talk about them with your parents, or someone else in whom you have faith and confidence. It makes for real happiness when you can discuss everything with your own parents. Remember that man has an animal origin and even the Saints were plagued with "wicked" thoughts. Actually, the thoughts themselves are not wicked. It's just that our man-made code, for necessary reasons, has so judged them. Frank discussions are cathartic and healthy.

By the time you are grown there may be some changes in our economic system. I am not afraid that this country will ever go Communist, but there will be evolutionary changes—as there have been in my time. It may amuse you to know that my father worked 72 hours a week and that when the eight-hour-day was first broached, it was considered extremely radical. During your adolescence, when youngsters are worked up about social inequities and economic injustices in the world, you may hunt around for a better system. The most conservative of men recall this phase of their youth. The only hint I can give you is that no system is worth anything unless it protects human rights and the dignity of the individual. This is the acid test.

The atomic age will be old hat when you are adult, but the propaganda age will be just hitting its stride. Keep a healthy skepticism about everything. Do not believe until you see proof. If this puts you outside the herd, don't worry about the loneliness of being "different." There is compensating solace in keeping your integrity and self-respect.

Don't hate. It's the most corroding of all emotions. There is a single exception—I give you permission to hate mobs, to hate cowardly lynchers who lack the courage to do individually what they perpetrate as part of a riotous rabble.

Love your family, love people. Without love life is not worth living.

Be generous. Some day you will learn that Shakespeare was right—it is truly more blessed to give than to receive, and more satisfying.

For the boys—don't go around with a chip on your shoulder; ob-

versely, do not duck a fight if you are forced into it. Wade in and give it all you've got . . . even if you get a trouncing. There's no disgrace in losing. If you win, don't be a lousy winner.

Never lose sight of the fact that you are only a teeny-weeny microcosm in the scheme of things and that life is filled with imponderable and inscrutable mysteries beyond human comprehension . . . that the earth itself is a third-rate planet. Whenever you get feeling too pompous and grand, look up at the sun—and cogitate that there are a billion such suns in the panoply of the heavens.

A last thought—walk the earth feeling superior to no one—feeling inferior to no one.

With all the love he is capable of,

Your Grandfather.

*P.S.—This letter is intended also for the newcomer expected in April and all future additions for whom there is not yet an estimated time of arrival.*

## EXPLANATION

DOGGONE IT! We don't like to be put in the position of defending one of the features in *The Reporter*. But about every other month someone kicks up their heels and complains about Paul Bringe's criticism of their letter. They claim we should have consulted them first . . . or we have held them up to ridicule, etc., etc. These complainers should realize that *The Reporter* is sorta like a family affair. We are dealing with a more or less intimate and selective group interested in the improvement of direct mail techniques. Most of our friends in the field like the Bringe criticisms and rewrites. We are not running the monthly feature to be mean, vicious or what-have-you. Paul selects samples from small, medium and large concerns. Some of our best friends, even advertisers, have been used for this clinical analysis. We don't use personal letters. We are not invading privacy, because when a printed or processed form letter has been mailed in quantity the contents are "public." We realize that ten or more different copywriters could rewrite any letter in ten or more entirely different ways. Paul doesn't claim that his rewrite is the



**TINY in size...  
TINY in price...  
BIG in popular appeal**

**these perfectly scaled-down MINIATURES REALLY WORK**

- Charms
- Prizes
- Letter gadgets
- Giveaways
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jack knife  
nut cracker  
tin snips

Authentic, exact in every detail; fascinating to use . . . these miniatures are "cast-assembled" in one operation by GRC's exclusive patented "INTERCAST" process. Natural bright finish or brass plated. GRC also die casts and molds special parts to order; ask for special bulletins.

Write, wire, phone TODAY for samples of GRC miniatures and prices.

**GRIES REPRODUCER CORP.**

World's Foremost Producer of Small Die Castings  
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New Rochelle 3-8600

## Mail Order Advertisers

**here's a rich, untapped market . . . just opened up.**

Reach ¼ million high-income families of business and professional men who live in smaller communities throughout the United States and Canada.

How?

In the brand new "Merchandise Mart" section in *THE KIWANIS MAGAZINE*.

### Here are the market facts:

- ▶ 246,482 men readers (ABC June 1957)
- ▶ 95.5% are married
- ▶ 87.7% are home owners
- ▶ 41.4% own more than one car
- ▶ More than 161,000 women readers
- ▶ More than 20,000 other family-member readers
- ▶ Average annual family income above \$11,000

**This adds up to a combined buying power of 2¾ billion dollars.**

Further information supplied on request.



520 North Michigan Avenue  
Chicago 11, Illinois

**Before you  
make your  
next mailing**

... CHOOSE  
FROM THE  
**1/4 BILLION**

**MAIL ORDER BUYERS,  
INQUIRERS and PROSPECTS**

For an immense fund of data and MOSELY custom-prepared LIST RECOMMENDATIONS, simply send us in confidence a detailed letter about your list problems along with sample mailing pieces, ads, etc. NO COST OR OBLIGATION. Write:

*Mosely* **MAIL ORDER  
LIST SERVICE, Inc.**  
MAIL ORDER LIST HEADQUARTERS  
Dept. R-50  
38 Newbury St., Boston 16, Mass.  
Charter Member National Council  
of Mailing List Brokers

Direct Mail and Mail Order

**COPY**

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you

Write me about your plans or problems

All details handled by mail

**ORVILLE E. REED**

HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

**The MULTIPRESS**

FOR  
IMPRINTING  
ENVELOPE  
PRINTING  
SPECIALTY  
PRINTING

WHAT'S YOUR LINE?

Write Dept. R for literature

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4th ANNUAL  
IDEA ART  
PORTFOLIO**



**5-day free  
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An entirely new collection of top-flight ready-to-use art for ads, promotions, editorials. Copy lines to spark 1000 uses. Reproduction on heavy Kromekote, in deluxe ring binder, \$27.50. Illustrated index.

**IDEA ART**

307 Fifth Avenue, New York 16, N. Y.

**Give Your Salesmen a Coat of Mail!**

Salesmen average 16 orders per 100 calls from leads through advertising; 38.4 orders from leads after literature is sent, VS 9.2 on cold calls. WE BUILD BAR-RAGES TO BOLSTER SALES!

**"That Fellow Bott"** & Co.

Leo P. Bott, Jr., 64 E. Jackson, Chicago

best possible. He is simply teaching a method of criticizing and rewriting. So . . . let's stop feudin' and fussin' when a criticism happens to strike home. The criticism is meant to be helpful to you and the entire direct mail field.

**LA DIRECT MAIL  
CLUB PLANS**



**NEW L. A. DIRECT MAIL CLUB OFFICERS:**  
(seated, l to r) Lindeke, Carlson, Mackin.  
(Back row) Carroll, Hemmings, Peterson.

The Direct Mail Club of Los Angeles is one year old. At a recent birthday meeting, the west coast group of direct mailers installed new officers for 1958 . . . and planned an aggressive, active second year.

Leonard Carlson of Sunset House received the president's gavel. Inducted with him were first vice president Howard J. Mackin, American Calculating Co.; second vice president Bruce Lindeke, Bolind, Inc. and secretary - treasurer Rose Rashmir, Market Compilation and Research Bureau. Members elected to the Board of Directors include Robert Hemmings, Burroughs Direct Mail Advertising; Florence Peterson, George Bryant Co.; Edward R. Lefler, The Mailing House and Glenn Anderson, Lincoln Gifts.

At their February meeting, members participated in a lively discussion on "The Mechanics of Direct Mail." Edward R. Lefler of the Mailing House, showed his new film of a mailing house in action, then moderated a panel which included: Richard Krupp of Krupp's Advertising Mailing Service, John Dabbs, production manager of Sunset House and Paul Vaughn of Hooven Letter Company.

By popular demand, the L. A. D.M.C. will devote its March meeting to more about, "How to pinpoint your prospects through proper

list selection." Mrs. Rose Rashmir of Market Compilation and Research Bureau, and Mrs. Florence Peterson of George R. Bryant Company will be the targets for questions from the audience.

Reflecting the overall increased direct mail activity on the west coast, the club plans to step up both its expansion and services. After a recent executive meeting, president Leonard Carlson announced that monthly meeting this year will be centered on panel discussions featuring subjects of specific importance . . . on improved techniques and mechanics of direct mail operations. Specialists in various facets of direct mail will serve on the monthly panels.

In addition, L. A. D.M.C. plans to hold a Direct Mail Day in Los Angeles some time in the month of May, during which workshop sessions will be conducted by outstanding national authorities.

Regular monthly meetings of the enthusiastic, year-old organization are held on the second Thursday of each month at the Statler Hotel (Los Angeles) . . . open to non-member guests.

**ARE CONTESTS  
WORTH IT?**

On page 32 of the January Reporter, we told about Pennsylvania Transformer Division's exciting "Petey" campaign . . . climaxed by a "Pole Star" contest. Prospects received a large map of the U. S. A. dotted with a maze of illustrated PTD "Pole Star" transformer installations. Idea was to count the coast-to-coast installations. One who mailed in the closest to correct count would receive a 21" color TV set.

Was the contest worth it? To answer the question, we give you part of a letter received last month from Irving R. Isaacs, Penn. Transformer advertising manager. His answer makes a bright ending for a "star" campaign:

The entries are all in now and our returns were just shy of 40%. We feel that when 2 out of 5 of these busy top-rated executives take time to count-the-Pole-Stars—and believe-you-me they really counted them—our campaign was quite a success.

When I say they counted them, I mean they counted them . . . because

## The CLIPPER Creative ART SERVICE

The Scissors and Paste Pot art service that dares to be different. Ideas, alone, in each issue are worth many times the small monthly cost. Big concerns you know like Prudential, U. S. Steel, Prentice Hall have subscribed repeatedly for many years.



### FREE SAMPLE

Single issues sell for \$20.00. The sample, yours to use, can make you hundreds of extra dollars if you use but a single idea. Besides the sample, you will receive an unusually attractive introductory offer. No obligation. No salesman. Attach one dollar to letterhead and mail today to Multi-Ad Services, Inc., 130 Walnut Street, Peoria, Illinois.

Unsurpassed in Quality at any Price

## Genuine 8" x 10" Glossy Photos

**5 1/2¢ EACH**  
In 5,000 lots  
**6 1/2¢ in 1,000 lots**  
**\$8.99 per 100**

**Post Cards**  
\$26 per 1,000  
**Mounted Enlargements**  
(30" x 40") \$4.85

**3 & 24 HOUR SERVICE AVAILABLE**

**FULL COLOR PRINTS**  
for every purpose, taste and budget

A Division of JAMES J. KRIEGSMANN

**CopyArt Photographers**  
Plaza 7-0233  
163 West 46th St.  
New York 19, N. Y.

WE DELIVER WHAT WE ADVERTISE

Tell your own story... in  
full-natural color

## 4-Color STATIONERY

- Exclusive gang-run process
- PROMPT delivery
- Top quality guaranteed
- Over a dozen national awards for outstanding craftsmanship

SUB. 24 WHITE WOVE SUB. 24 BOND  
ENVELOPES LETTERHEADS  
100M \$9.85 per M \$8.85 per M

For prices on smaller or larger quantities and free samples... write  
**COLORTONE press**

2412-24 17th St., N.W., Washington 9, D.C.

They're all talking about...

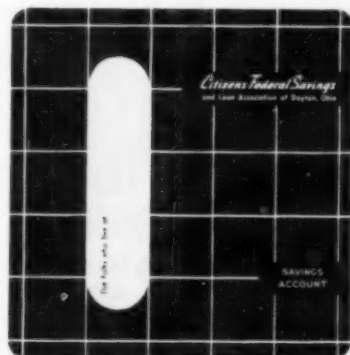
### JUMBO FLASH CARDS

Big 5" x 7" mailers preprinted with colorful border art... 33 designs... lowest cost. Get FREE samples and design folder! Write

The **CARR** Organization  
1319 N. Third St., Milwaukee 12, Wisconsin

instead of one grand winner we had three, and instead of five second prize winners we had seven. Naturally we had to order two more RCA color television sets.

The winners are being announced in a letter . . . and a consolation award is being sent to everyone on the list. And . . . we think it is well worth it in view of the results we achieved from this contest.



## SCOTCH PLAID BECOMES SAVINGS MERCHANDISER

With the cry for more "economy" running from the federal budget down to the Jones' household finances, savings associations have revitalized an apropos merchandising design. It's the well-known scotch plaid . . . being used in abundance to sell "thrift" in savings promotion. Painting up with plaid has produced some outstanding merchandising results.

For Philadelphia Savings Fund Society, for example, a new and dramatic scotch tartan bankbook helped bring in 2,200 new accounts during the first few months after it was introduced. It also created a big demand among regular accounts . . . who turned in drab, tombstone passbooks for the new issue. The colorful plaid conversion was also "thrifty" for PSFS . . . it cost no more to produce than antiquated cloth cover copies they had used for years.

Another scotch plaid passbook, for Citizen's Federal Savings & Loan Association, Dayton, Ohio, was given extra mileage as a merchandising self-mailer. Created by Yeck & Yeck agency, Dayton, the passbook and its self-mailer adaption was the outgrowth of a changeover in bookkeeping facilities to NCR "4200" equipment.

In addition to sending the self-

FREE RATED LISTS FREE RATED LISTS

## FREE LISTS

PLUS

Addressing, Bundling & Mailing

**\$10 PER THOUSAND**

Retailers—Wholesalers—Mfrs.  
Chains—Banks—Churches—Insts.  
AND HUNDREDS OF OTHERS!!

CALL NOW!

GE 2-0754

**Ever Ready Mailers, Inc.**  
172 E. Park Ave., Long Beach, N. Y.

FREE RATED LISTS FREE RATED LISTS

## IF YOU'RE TIRED OF THE TEEMING CITY

—and feel you can write order-producing direct mail copy in the quiet of a medium size New England town, we'll want to talk to you. Business service or book promotion experience helpful. A good knowledge of lists will make the job easier. Give full resume and salary requirements.

Box ROD 1033, 125 W. 41 St., N. Y. 36

## Why Isn't YOUR Company in This List?

Some of the best-known names in American business are on the Dickie-Raymond roster of clients—a few of which are shown below.

The reason? First—more and more companies are coming to realize that they need experienced professional counsel on direct mail advertising, just as on other media. Second—they've found that Dickie-Raymond is a good buy. Through 36 years' experience we know how to get sales leads at low cost, how to win profitable cooperation from dealers, how to get high advertising readership in key markets.

Let's talk about your problems. Let's see what Dickie-Raymond could do for you.

### TYPICAL LEADERS OR SERVES

Aetna Life • American Cyanamid • Davol  
Rubber • Eastman Kodak • General Electric •  
New York Stock Exchange • Pan American •  
Pitney-Bowes • Railway Express • Sheraton  
• Sylvania • Wall Street Journal

## DICKIE-RAYMOND

Direct Mail Advertising • Sales Promotion Counsel  
NEW YORK, 225 Park Avenue, MUrray Hill 4-3610  
BOSTON, 470 Atlantic Avenue, HANcock 6-3360



PLEASE SEND ME YOUR MAILING LIST RECOMMENDATIONS FREE OF CHARGE.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

BE SURE TO ENCLOSE YOUR MAILING PIECE OR DESCRIPTION OF YOUR OFFER

**WILLIAM MADDERN INC.**  
215 FOURTH AVENUE • NEW YORK 3, N. Y.  
PHONE: SPing 7-7460  
CHARTER MEMBER: National Council of Mailing List Brokers

**SEND THIS COUPON!** It will bring you complete **FREE** details about the many excellent new lists of mail order buyers we can supply for **YOUR** next mailing.

Ours is a national service, used and relied on by many of the most successful mailers (large and small) in all parts of the country. They know, from experience, that we can obtain the kind of lists that are ideally suited to their needs.

Chances are we have the **BEST** lists for your needs, yet they'll cost no more than ordinary lists. Our recommendation service is **FREE**. Simply send the coupon.

## SPEED TYING OF OUTGOING MAIL SAVE TIME-LABOR-TWINE



**TIE LETTERS - PARCEL POST - CHECKS  
PAPERS - CIRCULARS - LABELS - BOXES  
with a AUTOMATIC PAK-TYER**

There is an **ALL-PURPOSE PAK TYER** for every application. Ten times faster than hand tying. Easy to operate and maintain. All bundles and packages can be automatically tied without any adjustment. 3 to 24 ply twine, as well as tapes and braids can be used. Several models to choose from. **LET FELINS CUT YOUR MAILING COSTS. WRITE FOR CIRCULARS AND PRICES NOW.**

**FELINS TYING MACHINE CO.**  
3351 N. 35th St.  
Milwaukee 16, Wis.

**M-LETTERING**  
\$1.00 word  
*Im-Lettering*  
\$1.00 a word  
**RAPID F**  
**LETTERING** \$1.00

**RAPID  
FILM-LETTERING  
\$1.00 PER WORD!**

Reduced or enlarged to fit your layout...negative or positive...No photo-print charge!...No photostat charge!...No minimum charge!...Unlimited choice of styles!...24 hour service! New **FREE** specimen chart on request. Mail service anywhere in U.S.A. Address Dept. DM.

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TYPOGRAPHERS  
INC.**  
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MU 8-2445



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**YOU GET  
ALL THESE EXTRA'S**

**WITH Plastichrome®  
NATURAL COLOR POSTCARDS  
BY COLOURPICTURE**

1. **COMPLETE CREATIVE SERVICE** — from idea to finished product.
2. **TOP QUALITY** — Plastichrome offers the finest reproduction you can buy. Winners of Lithographers' National Association Award the last four years.
3. **SERVICE** — prompt, efficient delivery when you need it.
4. **VERSATILITY** — a complete assortment of postcards, albums, folders, broadsides and brochures from — 2 1/4" x 3 1/2" to 21" x 22".
5. **PRICE** — a complete sales promotion campaign for a penny or less per piece.

WRITE FOR COMPLETE DETAILS AND IDEA FILE  
**COLOURPICTURE PUBLISHERS INC.**  
Dept. C-1 400 Newbury Street, Boston 15, Mass.

mailer to 10,000 homes in CF's area, the scotch plaid theme was carried in newspaper, TV and radio advertising. Further merchandising included an authentic Scotch bagpiper playing the pipes on the day of the change-over . . . and National Cash Register's president opening the first plaid pass-book account (his account number: "4200", of course).

Besides bringing in new accounts, the self-mailer has created considerable talk in midwest banking circles. Scotch plaid has become more than a fashion fad. For savings organizations, it's an important merchandising factor . . . for selling "thrift" and "economy."

## DIRECT MAIL DAYS IN FULL BLOOM

Direct Mail Days around the country are pulling some impressive crowds. Signs of the times, perhaps are for more and more companies reviewing the advantages and necessity of using direct mail. They're coming out to local meetings. DMD in Kansas City drew over 250 for luncheon (Pete Hoke, principal speaker) with healthy attendance for afternoon panel sessions. George Cullinan, Harry Schneiderman, Inc., Chicago; Jack Maguire, University of Illinois; Jack Foster, Henry Field Nursery & Seed Co., Shenandoah, Iowa and Lisle Ramsey, Aunt Mary's Birthday Clubs, St. Louis did the speaker stints.

In Trenton, DMAA's Art Burdge did the principal job at Direct Mail Day February 28th before a record attendance. He showed DMAA's new strip film featuring the 1957 Best of Industry award winners. From all reports, the film's a hit and will be very much in demand. If you'd like to know more, contact Art at headquarters, 3 East 57th Street, New York.

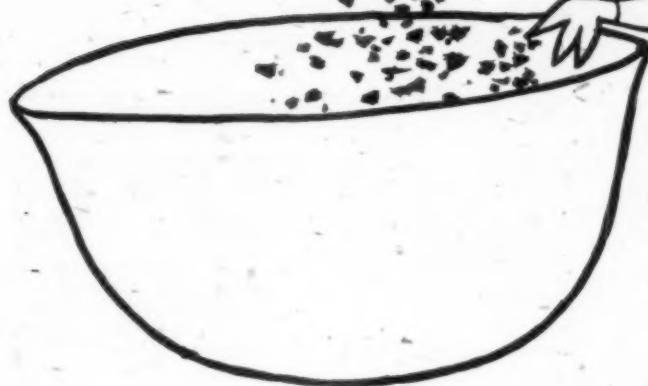
Other days include: Philadelphia (March 12th); Detroit (March 29); Chicago (April 9); Fort Worth (April 18) and Los Angeles sometime in May.

News from Fort Worth is that they expect 175 to hear Larry Chait, New York; Leo Bott, Chicago; Max Ross, Kansas City; and Stewart Harall, Professor of Merchandising, Oklahoma University.

Mark these dates on your calendar. And if we've missed a city, drop us a note. Be sure your Publicity Chairmen keeps us checked out.



WHO PUT THE COLOR **I** DOTS IN THE PAPER POT?



PENINSULAR DID because a customer asked for a stock with "carnival atmosphere." Now, you may not need color flakes in your stock, but whatever your special requirements may be, chances are Peninsular flexibility can give you just what you want.



ANY COLOR... MANY FINISHES... and practically any size or weight is available through your Peninsular Merchant. For instance, you can start with any Peninsular stock line (like famous Tuscan, Snoweave or Zamora) and have a special weight or size made without penalty on orders of only 2000 pounds. Special commercial-match colors and made-to-order finishes are yours with little or no penalty cost in 5000 pound minimum.



GREY BOOK SERVICE from Peninsular Merchants offers you an opportunity to see, feel and consider almost 1000 special stocks that have been made by Peninsular. This amazing array of special stocks is merely a guide to the possibilities ... actually, the only limitation is your imagination.

WHEN YOU WANT PERFECTION, CALL  
YOUR PENINSULAR PAPER MERCHANT  
FOR GREY BOOK SERVICE!



TUSCAN • ECONOMY • ORKID • DUPLEX • BERMUDA • ZAMORA  
PAB • TWIN TONE • ANGELO • WOLVERINE • SNOWEAVE

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OFFICES: NEW YORK • BOSTON • BESSEMER, ALABAMA • KANSAS CITY, MISSOURI • SAN FRANCISCO • LOS ANGELES



Rates \$1.35 per line 85¢ Situation/Help Wanted Minimum 4 lines  
Address: Classified Dept., The Reporter, 224 7th St., Garden City, N. Y.

# CLASSIFIED ADVERTISING

## ADDRESSING PLATES

**SPEEDAUMAT**—Zinc Plates embossed—\$35.00 per M. 100% accuracy guaranteed.  
**POLLARD-ALLING**—3 line proofed and linked \$27.50 per M.

Advertisers Addressing System  
703 N. 16th St., St. Louis 3, Mo.

## ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

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**VITAMIN BUSINESS** . . . Mail Order . . . for Sale \$12,000. Owner has other interests. Box 34, The Reporter.

## COPY THAT PULLS

Winner DMAA, Sales Management and other awards offers part time or free lance counsel and copy. Sound merchandiser gets results. Write Box 32, The Reporter.

## CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencils  
Call your list broker—**TODAY**  
or Tobe's, St. Catharines, Ontario

## DIRECTORY OF ASSOCIATIONS

Lists 6,000 trade, business, professional, fraternal associations and societies of individuals, manufacturers, wholesalers, retailers, etc. Gives secretary, membership, description. Excellent source for mailing lists and specialized information. Price \$15.00. Sent on 15-day approval. No obligation to buy. Order from: Gale Research Co., 1116-21 Book Tower, Detroit 26, Mich.

## DIRECT MAIL MACHINES

**SALE ON GUARANTEED REBUILT EQUIPMENT**  
Pitney-Bowes Machines, Multiliths, Addressographs, Graphotypes, Tying Machines, Envelope Openers, Folding Machines, Envelope Sealers, Mimeographs, Varitypers.

Approved Business Machines Co.  
19 Hudson St., N. Y. 13, N.Y. Walker 5-9813

## STICKER-LABEL IDEAS

For profit, economy, efficiency. Product, direction, shipping labels; good-will stickers etc. Catalog. IMPRINT of Emporia, Kansas.

## DIRECT MAIL EQUIPMENT

Rebuilt & Guaranteed Addressograph—Speedaumat—Elliott Addressing Machines. Graphotypes — Cabinets — Trays — Plates — Frames. Multiliths — Postage Meters — Tyers etc. Surplus Equipment Purchased.

James Eckstein  
326 Broadway, N.Y. 7, N.Y. HAnover 2-6700

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### ELLIOTT STENCIL CABINETS

Wood cabinets for 2" x 4 1/2" Elliott stencils. 6 cabinets which hold 27 long trays at \$10.00 each, 9 cabinets which hold 100 long trays at \$30.00 each. All in very good condition. Prices F.O.B. Milwaukee.

IDEALS PUBLISHING CO.  
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Creative Mailing Service, Inc., 460 N. Main, Freeport, N. Y. (FR 3-2421)  
Merit Mailers, 28 Sterling Street, East Orange, N. J. (OR 3-3890)

## ADDRESSING MACHINES

Approved Business Machines Co., 19 Hudson St., New York 13, N. Y. (CA 6-2332)  
Elliott Addr. Machine Co., 155A Albany St., Cambridge 29, Mass. (TR 7-2929)  
Mailers' Equipment Co., 40 W. 15th St., N. Y. 11, N. Y. (CH 3-3442)

## ADDRESSING PLATES AND EQUIPMENT

The Pengad Companies, Pengad Building, Bayonne, New Jersey (HE 6-3625)

## ADDRESSING — TRADE

Addressing Unlimited, Flushing, New York (HI 5-3191)  
Belmar Typing Service, 91-71 111th St., Richmond Hill 18, N. Y. (VI 6-5322)

## ADVERTISING ART

Idea Art, 307 Fifth Avenue, New York 16, New York (MU 6-7270)  
Multi Ad Services, 100 Walnut Street, Peoria, Illinois  
Harry Volk Jr. Art Studio, 1401 N. Main St., Pleasantville, N. J. (PL 4629)

## ADVERTISING BOOK MATCHES

Match Corp. of America, 3433-43 48th Pl., Chl. 32, Ill. (VI 7-2244)

## ADVERTISING SPECIALTIES

Jerry Hawk Advertising Specialties, 1515 N. Cleveland Ave., Canton 3, Ohio. (GL 6-4541)

## ANALYSIS, PLAN, LIST SELECTION, COPY, RESULT EVALUATION

Troy M. Rodum, T. & D. Rodum, 1532 M St., N.W., Wash. 6, D.C. (RE 7-3333)

## AUTOMATIC MACHINE-ADDRESSING SERVICE

Charlotte Letter Writing Co., Inc., 101 Wilder Bldg., Charlotte, N. C. (PR 6-3550)  
Merit Mailers, 26 Sterling Street, East Orange, N. J. (OR 3-3890)

## AUTOMATIC TYPEWRITING

Carlson Automatic Typewriting Service, 3744 N. Clark St., Chicago 13, Ill. (EA 7-5496)  
Commercial Mailings, 2330 East 37th Street, Los Angeles, Calif. (LU 9-2442)  
D & A Automatic Mailings, 918 North Fourth Street, Milwaukee 3, Wisconsin

## BOOKS

Art & Tech. of Photo Eng. Horan Eng. Co., 44 W. 23, N.Y.C. 1 (MU 9-4535)  
Postal Review Association, Battle Creek, Michigan  
Reporter of Direct Mail, 224 7th, Garden City, N. Y.  
How To Get The Right Start In Direct Advertising, 1.00  
How To Think About Direct Mail, 1.00  
How To Think About Letters, 1.00  
How To Think About Readership of Direct Mail, 1.00  
How Direct Mail Solves Management Problems, 1.00  
How To Think About Showmanship in Direct Mail, 1.00  
How To Think About Mail Order, 1.00  
How To Think About Production and Mailing, 1.00  
How To Think About Industrial Direct Mail, 3.00

## BUSINESS FORMS

Alfred Allen Watts Company, Inc., Allwood P. O., Clinton, New Jersey

## CATALOG PLANNING

Catalog Planning Co., 101 W. 50th St., N. Y. 19, N. Y. (PL 7-1067)

## CHRISTMAS STATIONERY

The Newbern Company, 2925 South Cooper Street, Arlington, Texas (CR 5-2207)

## COPYWRITERS (Free Lance)

Glenn L. Anderson, 14333 Magnolia Blvd., Van Nuys, Calif. (ST 6-2433)  
Leo F. Bott Jr., 64 E. Jackson Blvd., Chl. 4, Ill. (HA 7-3187)  
Tom A. Foley, 2323 Olive Street, St. Louis, Mo. (CI 1-2913)  
Orville E. Reed, 106 N. State St., Howell, Mich. (Tel: 65)  
Sig Rosenblum, 107 West 74th Street, New York 23, N.Y. (SU 7-2821)

## DIRECT MAIL AGENCIES

Abrond Associates, Inc., 601 Madison Ave., N. Y. C. 22, (PL 1-6312)  
American Mail Advertising, Inc., 610 Newbury Street, Boston 15, Mass.  
Homer J. Buckley, 108 N. State St., Chl. 2, Ill. (MT 2-5336)  
The Buckley Organization, 319 East 59th Street, New York 22, N. Y. (PL 1-229)  
Chase Direct Mail Service Corp., 12 E. 40th St., New York 17, N. Y. (MU 7-2930)  
Dickie-Raymond, Inc., 470 Atlantic Ave., Boston 10, Mass. (HA 6-2360)  
Dickie-Raymond, Inc., 225 Park Ave., N. Y. 17, N. Y. (MU 4-2610)  
Direct Advertising Associates, 21 East 49th Street, New York 1, N. Y. (OR 3-0638)  
Direct Mail Services, 175 Luckie St., N. W., Atlanta 3, Ga. (JA 3-3388)  
Duffy & Assoc., Inc., 918 N. 4th St., Milwaukee 2, Wis. (BR 3-7822)  
General Office Services, Inc., 527 E. St., N. W., Washington 1, D. C. (NA 5-3448)  
Harrison Service Inc., 419 East 59th Street, New York 22, N. Y. (PL 1-229)  
Hickey-Murphy Div. of James Gray, Inc., 318 E. 45th St., N. Y. C. 17 (MT 2-0600)  
Kennedy's Direct Mail Advertising, 412 N. Orleans St., Chicago 10, Ill. (WH 4-1178)  
Lathan Process Corp., 280 Hudson Street, New York, N. Y. (WO 4-7740)  
John M. Leed & Co., 171 Newburgh Street, Boston 18, Mass. (CO 7-1020)  
Merit Mailers, 28 Sterling Street, East Orange, N. J. (OR 3-3890)  
Reply-O Products Co., 7 Central Park W., N. Y. 23, N. Y. (CI 8-4118)  
Responds-Letter, 411 S. Sangamon St., Chicago 7, Ill. (MO 6-8878)

Responds-Letter, 535 Fifth Avenue, New York 36, N. Y. (MU 7-4355)  
Richardson-Shaw Inc., 15555 W. McNichols Rd., Detroit 35, Mich. (BR 3-3955)  
The Rylander Co., 216 W. Jackson Blvd., Chicago, Ill. (RA 6-4760)  
Maxwell Sachheim & Co., Inc., 345 Madison Ave., N. Y. 22, N. Y. (PL 1-3151)  
Sales Letters, Inc., 153 W. 23rd St., N. Y. C. (WA 8-3688)  
The Smith Company, 67 Beale St., San Francisco, Calif. (SU 1-6564)  
Lloyd F. Wood Associates, 1610 Wise Ave., N. W., Wash. 7, D.C. (CO 5-9042)

## DIRECT MAIL CONSULTANTS

Robt. W. Gilbert, 6741 Deleon, Long Beach, Calif. (GE 1-3241)  
Lawrence Lewis & Assoc., 175 Fifth Avenue, New York 10, N. Y. (OR 7-6868)

## DIRECT MAIL EQUIPMENT

American Automatic Typewriter Co., 2323 N. Pulaski Road, Chicago 39, Illinois  
Auto-Typist, 2323 N. Pulaski R., Chicago 39, Ill. (BV 5151)  
R. H. Bass Co., 7605 S. Vincennes Ave., Chicago 20, Ill. (HU 2-4455)  
Cheshire Mailing Machines Inc., 1644 No. Honore Street, Chicago 22, Illinois  
Feins Tying Machine Co., 3351 N. 3rd St., Milwaukee 16, Wis. (HI 2-7121)  
Friden Calculating Machine Co., Inc., 2350 Washington Avenue, San Leandro, Calif.  
National Bundle Tye Co., Blufffield, Michigan (HI, 162)  
Pitney-Bowes, Inc., Stamford, Conn. (FI 5-2021)  
Scriptomatic, Inc., 310 N. 11th St., Phila. 7, Pa. (WA 2-4218)

## DIRECT MAIL SUPPLIES

Lee Products Co., 2763 S. Lyndale, Minneapolis 8, Minn. (RE 9080)

## ELLIOTT STENCIL CUTTING

Allie Business Service, Inc., 32-15 33rd St., Long Island City 6, N. Y. (AS 8-4302)  
Creative Mailing Service, 460 N. Main St., Freeport, N. Y. (FR 3-2421)  
Elliott Addressing Machine Co., 117 Leonard St., New York 13, N. Y. (WA 3-1372)

## ENVELOPES

The American Paper Products Co., East Liverpool, Ohio (FI 5-4219)  
Atlanta Envelope Co., P. O. Box 1267, Atlanta 1, Ga. (TR 6-3688)  
Berlin & Jones Company, 601 W. 26th St., N. Y. C. 1 (VA 4-4409)  
The Boston Envelope Co., 387 High St., Dedham, Mass. (FA 2-6788)  
Colortone, 2412 17th St., N. W., Washington, D. C.  
Samuel Cupples Envelope Co., 300 Furman St., Brooklyn 2, N. Y. (TR 5-6235)  
Cupples-Hesse Corp., 1433 Kossauqua Way, Des Moines 14, Iowa (AT 8-5337)  
Cupples-Hesse Corp., 2633 Michigan Ave., Detroit 16, Mich. (TA 6-7840)  
Cupples-Hesse Corp., 4175 N. Kingshighway, St. Louis 16, Mo. (EV 3-3760)  
Curtis 1000 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)  
Detroit Tullar Envelope Co., 2139 Howard St., Detroit 16, Mich. (FA 5-2760)  
Garden City Envelope Co., 3601 N. Rockwell St., Chl. 18, Ill. (CO 7-3600)  
Gaw-O'Hara Envelope Co., 308 N. Sacramento Blvd., Chl. 12, Ill. (NR 8-1388)  
The Gray Envelope Mfg. Co., 55 33rd St., Brooklyn 32, N. Y. (ST 8-2900)  
Heck Envelope Co., 4500 Cortland St., Chl. 29, Ill. (CA 7-5408)  
Quality Park Envelope Company, 2528 Como Ave., St. Paul 1, Minnesota  
Rochester Envelope Co., 72 Clarissa St., Rochester 14, N. Y. (HA 6-2404)  
The Standard Envelope Co., 1600 E. 30th St., Cleveland 14, O. (PK 1-2940)  
Tension Envelope Corp., 19th & Campbell Sts., Kansas City, Mo. (IA 1-0692)  
Tension Envelope Corp., 270 Madison Avenue, New York 16, N.Y. (JP 2-6212)  
Transo Envelope Co., 3542 N. Kimball Ave., Chicago 18, Ill. (HE 8-6914)  
Transo Envelope Co., 22 Monitor St., Jersey City, N. J. (IE 4-1587)  
United States Envelope Co., Springfield 2, Mass. (RE 6-7311)  
United States Envelope Co., 217 Broadway, N. Y. N. Y. (FA 7-5760)  
Wolf Detroit Envelope Co., 14740 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

## ENVELOPE SPECIALTIES

Curtis 1000 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)  
Du-Plex Envelope Corp., 3926 Franklin Blvd., Chl. 19, Ill. (NR 8-1280)  
Garden City Envelope Co., 3601 N. Rockwell St., Chl. 18, Ill. (CO 7-3600)  
Heck Envelope Co., 4500 Cortland St., Chl. 29, Ill. (CA 7-5408)  
Tension Envelope Corp., 19th & Campbell Sts., Kansas City, Mo. (IA 1-0692)  
The Sardon Company Inc., 480 Lexington Ave., New York 17, N.Y. (PL 5-2516)  
The Wolf Envelope Co., 1749-81 E. 22nd St., Cleveland 1, O. (PR 1-9470)

## FOREIGN MAILINGS

Publiten, 5 Roosevelt Pl., Scarsdale, N. Y.  
DeMuttator M.V., Willemsparkweg 112, Amsterdam, Holland

## IMPRINTERS — SALES LITERATURE

Merit Mailers, 28 Sterling Street, East Orange, N. J. (OR 3-3890)

## INSERTING SERVICE — AUTOMATIC MACHINE

Automatic Mailing Service, 829 Newark Ave., Elizabeth, N. J. (EL 4-3887)  
Bonded-Nationwide, 753 4th Ave., Brooklyn 32, N. Y. (SO 8-4819)  
Coupon Service Corp., 37 East 18th St., N. Y. 3, N. Y. (OR 3-0188)  
Creative Mailing Service, 460 North Main St., Freeport, N.Y. (FR 8-4830)  
Drumcliff Advertising Service, Hillen Rd., Tuxton 4, Md. (VA 3-7290)  
Mailings Incorporated, 55 West 19th St., New York 11, N. Y. (WA 9-5188)  
Merit Mailers, 28 Sterling Street, East Orange, N. J. (OR 3-3890)  
West. Emp. Dir. Adv. Co., 612 Howard St., San Francisco 5, Calif. (GA 1-8500)

## INVISIBLE INK LETTERS & POST CARDS

M. E. Moss & Co., 119 d Ann Street, Hartford 2, Conn. (JA 2-6505)

## LABEL PASTERS

Polderin Machine Co., 281 North St., Totterboro, N. J. (HA 8-1941)

## LABELS

Allen Hollander Co., Inc., 385 Gerard Ave., New York 51, N. Y. (MO 5-1818)  
Dennison Mfg. Co., Framingham, Mass. (FH 3-3511)  
Tompkins Label Service, Frankford and Allegheny Aves., Phila. 34, Pa. (RE 9-8878)



## LETTER GADGETS

Hewig Co. .... 45 W. 45th St., N. Y. 36, N. Y. (JU 2-2186)  
Robert Straub & Co. .... 542 South Dearborn St., Chicago 5, Ill. (WA 2-1881)

## LETTERHEADS

Brunner, Inc., Printers-Lithographers, 1819 Jefferson Ave., Memphis, Tenn. (BB 2-235)  
Marshall Press, Inc. .... 812 Greenwich Street, New York 14, N. Y. (MU 5-8874)

## LETTERS

Responds-Letter .... 411 S. Sangamon St., Chicago 7, Ill. (MO 6-9878)  
Responds-Letter .... 526 Fifth Avenue, New York 36, N. Y. (MU 7-6339)

## LIST FULFILLMENT SERVICE

American Press .... 200 S. 7th, Columbia, Mo. (GI 3-9731)

## MAGAZINES

The Kiwanis Magazine .... 520 North Michigan Avenue, Chicago 11, Illinois

## MAIL ADVERTISING SERVICES (Lettershops)

BROOKLYN, NEW YORK  
Voice Reproduction & Mailing Service, Inc. .... 1715 Avenue Z (35) (BH 3-5235)

CHICAGO  
Deditt & Co., Inc. .... 329 N. Dearborn St. (16) (BU 7-1722)

CLEVELAND  
Cleveland Letter Serv., Inc. .... 740 W. Superior, (13) (BU 1-8300)  
Robert Silverman, Inc. .... 1270 Ontario Street (CH 1-0570)

DETROIT  
Advertising Distributors of America, Inc. .... 444 Cass Ave. (1) (TE 3-0500)  
Advertising Letter Service .... 48 Jefferson East, (7) (LA 7-9295)  
R. L. Polk & Co. .... 631 Howard St. (31) (WO 1-9478)

EAST ORANGE, NEW JERSEY  
Merit Mailers .... 26 Sterling Street (OR 2-3900)

ELIZABETH, NEW JERSEY  
Automatic Mailing Service .... 829 Newark Ave. (EL 4-3867)

Houston  
Premier Printing & Letter Serv. .... 620 Texas Ave. (3) (CA 7-4145)

LITTLE ROCK, ARKANSAS  
Personalized Letters Inc. .... 404 E. Capitol Avenue

LOS ANGELES  
Krupp's Ad. Mailing Serv. .... 2290 W. Pico Blvd. (6) (DU 5-5421)

MARION, OHIO  
Fulfillment Corp. of America .... 381 W. Center St. (Tel: 2-1197)

MIAMI, FLORIDA  
Ace Letter Service Co. .... 3800 N.E. 1st Avenue (PL 7-4577)

MILWAUKEE, WISCONSIN  
The Carr Organization .... 1219 North Third Street, Milwaukee 12, Wisc. (BR 6-4246)

MONTREAL, CANADA  
Commercial Letter & Litho Inc. .... 359 St. James St. West (AY 8-0297)

NEW YORK CITY  
Ambassador Letter Serv. Co. .... 11 Stone St., (4) (BO 9-0667)  
Century Letter Co., Inc. .... 48 E. 21st St. (19) (AL 4-8306)

CHASE DIRECT MAIL SERVICE CORP. .... 12 E. 46th St. (MU 7-2930)  
Circulation Associates .... 1745 Broadway, New York, N.Y. (JU 6-3530)

Mary Ellen Clancy Co. .... 259 Park Ave. (17) (VU 6-7823)  
Coupon Service Corp. .... 27 East 19th St. (OR 3-0100)

Mallings Incorporated .... 55 West 13th St. WA 9-5188  
Mailograph Company Inc. .... 30 Water Street (BO 9-7777)

The St. John Assoc. Inc. .... 75 W. 42nd St. (38) (JU 2-3371)  
Surety Letter Service .... 7 East 42nd Street (MU 2-5377)

PHILADELPHIA  
Connell Organization, Inc. .... 1010 Arch St. (7) (MA 7-8133)  
Wendington Mail Advertising Serv. .... 1304 Arch St. (7) (RI 6-1840)

PITTSBURGH  
Advertisers Associates Inc. .... 1627 Penn. Ave. (22) (AT 1-6144)

ROCHESTER  
Ave. & Streb .... 15 South Ave. (4) BA 5-8340

SAN FRANCISCO  
The Letter Shop .... 87 Deale St. (BU 1-4504)

OSLO/NORWAY  
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## MAILING LISTS - BROKERS

Archer-Bennett List Service, Inc. .... 149 W. 53rd St., N. Y. 19, N. Y. (JU 9-3748)  
George Bryant & Staff. .... 71 Grand Avenue, Englewood, N.J. (LO 7-3200)  
George Bryant & Staff. .... 215 W. 7th St., Los Angeles 6, Calif. (VA 9868)  
The Coolidge Co., Inc. .... 125 East 23rd St., N. Y. C. 10 (AL 4-8870)  
Dependable Mailing Lists Inc. .... 321 4th Ave., N. Y. C. 16 (MU 4-6981)  
Walter Drey, Inc. .... 303 N. Michigan Ave., Chl. 1, Ill. (PI 4-4186)  
Walter Drey, Inc. .... 237 4th Ave., N. Y. 10, N. Y. (OR 4-7041)  
Dunhill Int'l List Co., Inc. .... 55 East Washington St. Chicago 2, Ill. (DE 3-0580)  
Dunhill Int'l List Co., Inc. .... 365 Fifth Ave., New York 17, N. Y. (OX 7-8767)  
Guild Co. .... 100 Engle St., Englewood, N. J. (BR 9-0461)  
Walter Karl, Inc. .... 23 E. 26th St., N. Y. 10, N. Y. (OR 8-7850)  
Lewis Kield Co. .... 25 West 45th St., New York 36, N. Y. (JU 2-9530)  
Willa Madden Co. .... 215 4th Ave., N. Y. 10, N. Y. (SP 7-7400)  
Moely Mail Order List Serv. .... 38 Newbury St., Boston 16, Mass. (CO 6-3300)  
Names Unlimited, Inc. .... 352 Fourth Avenue, New York 10, N. Y. (MU 6-2454)  
D. L. Naisbit Co. .... 136 W. 52nd Street, New York 19, New York (CO 5-8616)  
People in Place, Inc. .... 173 Fifth Avenue, New York 10, N.Y. (GR 7-2714)  
William M. Profit Associates .... 585 Main St., East Orange, N. J. (OR 3-2223)  
Rockham Advertising .... 1430 Grand, Kansas City 6, Mo. (WA 1-4448)  
Sanford Evans & Co., Ltd. .... 156 Lombard Ave., Winnipeg 2, Manitoba, Can. (WH 5-2151)  
William Stroh, Jr. .... 568-570 54th St., West New York, N.J. (UN 4-4800)  
James E. Truse Assoc. .... 419 4th Ave., N. Y. 16, N. Y. (MU 9-0058)

## MAILING LISTS - BY SUBJECT

FOR LIST SOURCE: COMPARE NAME IN PARENTHESIS WITH LISTING  
BELOW OF COMPILERS & OWNERS  
Direct Mail Users .... 18,500 (Reporter of DM)  
Fund Raising Lists .... (Wm. M. Profit Associates)  
New Car Buyers .... Midwest and Western States (Gile Letter Service)  
Pet Shops, 6000 .... Pet supply jobbers, 221 .... Cat breeders, 7600 .... (All Pets)  
Public Relation & Promotion Lists .... (Wm. M. Profit Associates)

## MAILING LISTS - COMPILERS & OWNERS

Active Equipment Supply .... 1208 Jericho Tpk., New Hyde Park, N.Y. (FI 3-4702)  
Active Mail Order List Co. .... 241 Lafayette Street, New York 12, N. Y. (WA 6-2450)  
Albert Mailing Lists .... 129 Liberty St., N. Y. 6, N. Y. (BS 2-1072)  
Allison Mailing Lists Corp. .... 806 Lexington Ave., N. Y. 17, N. Y. (TS 3-7338)  
All-Pets Magazine, Inc. .... 74 Darling Place, Fond du Lac, Wisc. (WA 2-0080)  
Associated Advertising Serv. .... 815 Willow St., Port Huron, Mich. (UO 7-7773)  
Bodine's of Baltimore .... 561 E. Preston St., Baltimore 2, Md. (VE 6-8400)  
Bookbuyers Ltd. .... 353 Broadway, N. Y. 13, N. Y. (WO 4-3871)  
Boyd's City Dispatch, Inc. .... 229 E. 23rd St., N. Y. 10, N. Y. (OR 9-3250)  
Buckley-Dement .... 555 W. Jackson Blvd., Chicago 6, Ill. (HA 7-3892)  
Catholic Letter Bureau .... 450 W. 45th St., N. Y. 36, N. Y. (CO 4-4400)  
Creative Mailing Service .... 400 N. Main St., Freeport, N. Y. (FR 3-4830)  
Directory of Assns, Gale Research Co. 1110 Book Tower, Detroit 26, Mich. (WO 1-5340)  
Walter Drey, Inc. .... 333 N. Michigan Ave., Chl. 1, Ill. (PI 4-4186)

Walter Drey, Inc. .... 267 4th Ave., N. Y. 10, N. Y. (OR 4-7041)  
Dunhill International List Co. Inc. .... 365 Fifth Ave., N.Y.C. 17 (OX 7-8767)  
Drumcliff Advertising Service .... 1111 Hill St., Towson 4, Md. (VA 3-7290)  
Ed. Kugel .... 172 E. Park Ave., Long Beach, N.Y. (OE 3-0754)  
E-Z Addressing Serv. .... 80 Washington St., N. Y. 6, N. Y. (LA 2-9492)  
Fairchild Lists, Fairchild Publications Inc. .... 7 E. 11th St., N. Y., N.Y. (AL 3-5252)  
Gile Letter Service .... 123 Third Avenue South, Minneapolis 2, Minn. (FN 3-3471)  
Fritz S. Hofheimer .... 23 E. 22nd St., N. Y. 10, N. Y. (OR 4-8429)  
Industrial List Bureau .... Webster, Mass.  
Jewish Statistical Bureau .... 320 Broadway, New York 7, N. Y. (WE 2-7800)  
Mail Advertising Corp. of America .... 425 N. LaSalle Street, Chicago 10, Illinois  
Market Compilation Bur. .... 11834 Ventura Blvd., N. Hollywood, Cal. (ST 7-2109)  
Merit Mailers .... 26 Sterling Street, East Orange, N. J. (OR 2-3900)  
Official Catholic Directory .... 12 Barclay St., N. Y. 5, N. Y. (BA 7-2900)  
Palmer Lists .... 2432 Grand Concourse, N.Y.C. 58 (BE 3-2440)  
Paramount Mailing Lists .... 77-14 138th St., Flushing 67, N. Y. (JA 8-8472)  
W. S. Panton, Inc. .... 44 Hoesch St., Englewood, N. J. (OR 3-2233)  
William M. Profit Associates .... 585 Main St., East Orange, N. J. (OR 3-2223)  
R. L. Hashmfr. .... 11834 Ventura Blvd., N. Hollywood, Calif. (ST 7-2109)  
Reporter of Direct Mail Adv. .... 224 7th St., Garden City, N. Y. (PI 8-1837)  
Research Projects, Inc. .... 36 West 15th St., New York, N. Y. (JU 2-8630)  
The Speed Address Co. .... 48-91 42nd St., Long Island City 4, N. Y. (ST 4-5022)  
William Stroh, Jr. .... 568-570 54th St., West New York, N. J. (UN 4-4800)  
W. E. Watson Corp. .... 25 Hance Ave., Freeport, N. Y. (FR 3-4830)  
Zeller and Lettice, Inc. .... 15 East 26th St., N. Y. 16, N. Y. (MU 5-8278)

## MAIL ORDER CONSULTANT

Herbert L. Kellner & Associates, 431 S. Wabash Ave., Chicago 5, Ill. (HA 7-4144)

## MANUFACTURERS-ADDRESSING MACHINES & ACCESSORIES

Pollard-Ailing Mfg. Co. .... 220 W. 10th St., N. Y. 11, N. Y. (CH 3-0602)

## MIMEOGRAPHING-OFFSET

Surety Letter Service .... 7 East 42nd Street, New York, N. Y. (MU 2-5377)

## MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co. .... 19 S. Wells Street, Chicago 6, Ill. (MT 7800)  
Mack Type Co., Inc. .... 55 Fulton St., N. Y. 7, N. Y. (BE 3-1487)

## OCCUPANT MAILING LISTS-LOCAL & NATIONAL

Advertising Distributors of America, Inc. .... 834 Bagley Ave., Detroit 26, Mich.  
Merit Mailers .... 26 Sterling St., East Orange, N. J. (OR 2-3900)  
Western Empire Direct Ad Co. .... 612 Howard Street, San Fran. 5, Calif. (GA 1-8500)

## PACKAGING

Coupon Service Corp. .... 27 East 18th St., N. Y. 3, N. Y. (OR 3-0100)  
Merit Mailers .... 26 Sterling Street, East Orange, N. J. (OR 2-3900)

## PAPER MANUFACTURERS

American Writing Paper Corp. .... Holyoke, Mass.  
Appleton Casted Paper Co. .... 1250 N. Meade St., Appleton, Wis. (4154)  
Byron Weston Company .... Dalton, Mass.  
Curtis Paper Company .... Newark, Delaware (EN 8-8301)  
Eastern Corporation .... Bangor, Maine (EN 8-8301)  
Soleck Manufacturing Company .... 429 Lexington Ave., N. Y. 17, N. Y. (LE 3-0880)  
Fraser Paper, Limited .... 11834 Ventura Blvd., N. Hollywood, Calif. (ST 7-2109)  
W. C. Hamilton & Sons .... 11834 Ventura Blvd., N. Hollywood, Calif. (ST 7-2109)  
Hammermill Paper Co. .... Erie, Pa. (LE 3-1040)  
Hawthorne Paper Co. .... Kings Highway, Kalamazoo 9, Mich. (FI 5-1103)  
Howard Paper Mills, Inc. .... 11834 Ventura Blvd., N. Hollywood, Calif. (ST 7-2109)  
International Paper Co. .... 229 E. 42nd St., N. Y. 17, N. Y. (MU 2-5500)  
Kimberly-Clark Corporation .... 118 West First Street, Dayton 2, Ohio  
Mead Papers, Inc. .... 118 West First Street, Dayton 2, Ohio  
Mohawk Paper Company .... Cohasset, N. Y.  
Neenah Paper Co. .... Neenah, Wis. (Tel: 2-1521)  
Sohoma-Edwards Paper Co. .... Fort Edwards, Wis. (Tel: 3111)  
Penitular Paper Co. .... Ypsilanti, Mich. (HU 2-2600)  
Rex Paper Co. .... Kalamazoo, Mich. (FI 2-0151)  
Rising Paper Co. .... Housatonic, Mass. (HU 47)  
Waucau Paper Mills Co. .... 111 W. Washington, Chicago, Ill. (FI 6-6786)

## PERSONALIZED GIANT GRAMS

Sands Rocks & Co., Inc. .... 91 7th Ave., N.Y.C. 11 (WA 4-1051)

## PHOTO ENGRAVERS

Horan Engraving Co., Inc. .... 44 W. 28th St., New York 1, N. Y. (MU 9-8505)

## PHOTOGRAPHERS

JJK Copy Art. .... 165 West 46th Street, New York 19, N. Y. (PL 7-0233)

## POST CARDS

Colourpictures Publishers .... 309 Newbury Street, Boston 15, Mass.  
CURTISCOLOR 3-D by Curt Toich & Co., Inc.  
1733 W. Irving Park Road, Chicago 13, Illinois (BU 1-9696)

## PRINTING - OFFSET LITHOGRAPHY

Largone Press, Inc. .... 124 White Street, New York 13, N. Y. (WA 5-7325)

## PRINTERS - LETTERPRESS & LITHOGRAPHY

Merit Mailers .... 26 Sterling Street, East Orange, N. Y. (OR 2-3900)  
Paradise Printers .... Paradise, Pa. (OV 7-3209)

## SEASONAL STATIONERY

National Creative Sales Inc. .... 18 E. 40th St., N. Y. 17, N. Y. (EL 5-0025)  
Arthur Thompson & Co. .... 109 Market Pl., Baltimore 2, Md. (PL 2-4506)

## SIGNS - PRESENTATIONS

Stewart Signs .... P. O. Box 901, Newark 1, New Jersey

## STENCIL CUTTING AND LIST MAINTENANCE

Clear Cut Duplicating Co. .... 149 Broadway, New York 6, N. Y. (DI 9-4658)

## SUBSCRIPTION FULFILLMENT SERVICE

Globe Fulfillment Corporation .... 148 W. 23rd St., N. Y. C. 11 (OR 5-4600)  
Merit Mailers .... 26 Sterling Street, East Orange, N. J. (OR 2-3900)

## SYNDICATED HOUSE MAGAZINES

The William Feather Co. .... 9900 Clinton Rd., Cleveland 9, O. (AT 1-4122)  
The Henry F. Henrichs Publications, The House of Sunshine, Ltd. (286)

## TRADE ASSOCIATIONS

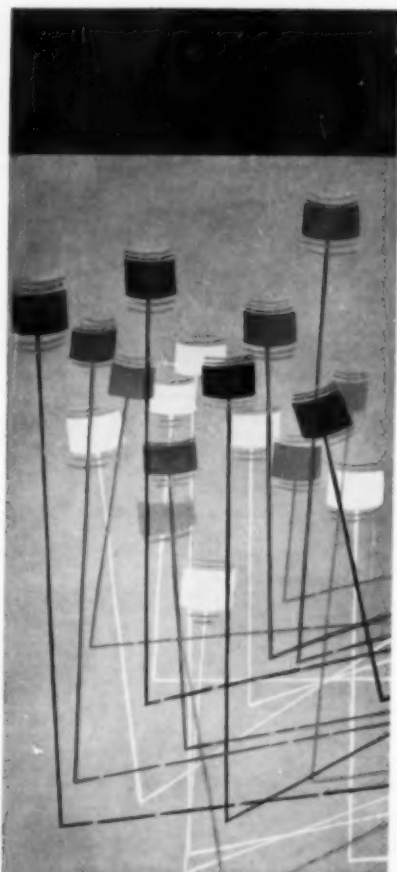
Associated Third Class Mail Users, 1466 G St. N.W., Wash. 5, D.C. (ME 8-2447)  
Direct Mail Advertising Assn. .... 3 E. 57th St., N. Y. C. 23 (AU 2-7338)  
MARA International .... 18120 James Goussard, Detroit 35, Mich. (UN 4-3545)  
Nat'l Council of Mail List Brokers, 55 W. 42nd St., N. Y. 36, N. Y. (PK 6-0615)

## TYPOGRAPHERS

Rapid Typographers, Inc. .... 395 East 46th St., N. Y. 17, N. Y. (MU 8-2445)

## VISUAL PRESENTATIONS

Direct Advertising Associates .... 31 East 40th Street, New York, N. Y. (OR 9-0638)



## LETTERS UNLIMITED

A NATIONAL GUILD OF  
AUTOMATICALLY  
TYPEWRITTEN  
LETTER PRODUCERS

## CROSSING THE READERSHIP BARRIER

*... with automatically typewritten letters*

Today's competition in the mails calls for extra effort to obtain high response and high readership.

As the volume of direct mail has increased, many advertisers have increased their use of automatically typed letters. They have proof that automatically typed letters provide that extra percentage of response so necessary for success.

Typewritten sales letters assure readership and action. These letters produce more inquiries at less cost because they are truly personal . . . not imitations. Volume production on automatic equipment brings the cost of typewritten letters within the reach of every advertiser.

Increased usage of automatically typewritten letters calls for greater production capacity. In order to meet fast moving schedules, eighteen quality mail advertising service firms have pooled their equipment, personnel and know-how in a national network of automatically typewritten letter producers.

An order placed with any "Letters Unlimited" Guild Member purchases the combined production of hundreds of all-electric, automatic typewriters.

Normal runs of letters are produced locally by a Guild Member. Long runs may be split among several cooperating member firms for faster production.

If you have a direct mail advertising situation which demands greater response, contact your nearest "Letters Unlimited" firm for full details of how automatically typewritten letters can help you cross the readership barrier.

### GUILD MEMBERS:

#### BALTIMORE

D. Stuart Webb, Inc.  
306 North Gay Street

#### BOSTON

American Mail Advertising, Inc.  
610 Newbury Street

#### CHICAGO

Specialty Mail Services, Inc.  
6330 North Clark Street

#### CLEVELAND

Cleveland Letter Service, Inc.  
740 West Superior Avenue

#### DALLAS

Commercial Printing and  
Letter Service Co.  
1015 North Hawkins St.  
Holbrook Associates  
Box 8011

#### DETROIT

Advertising Letter Service  
2930 East Jefferson Avenue

#### JACKSONVILLE

Murphy Printing & Mailing  
Service, Inc.  
Clark Building

#### LOS ANGELES

Robotyping Company of California  
1061 Ingraham Street

#### MILWAUKEE

Joe Ott Advertising Printing  
& Letter Service  
422 North Water Street

#### MINNEAPOLIS

Gile Letter Service  
723 Third Avenue South

#### NEW YORK

Ambassador Letter Service Company  
2030 Bellmore Ave.,  
Bellmore, L. I., N. Y.

#### PHILADELPHIA

The Connelly Organization, Inc.  
1010 Arch Street

#### PITTSBURGH

Advertisers Associates, Inc.  
1627 Penn Avenue

#### SAN FRANCISCO

Blum's Direct Advertising  
Agency, Inc.  
809 Mission Street

#### TOLEDO

Curtin & Pease, Inc.  
1814-16 Jefferson Avenue

#### WASHINGTON, D. C.

International Business Services  
1026-20th Street, N. W.

Robotyping Corporation of D. C.  
118 C. Street, N. W.

# FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that  
with visitors to the Editor of *The Reporter*

**TROUBLES** were the themes of many conversations during past month. Everybody seemed to be concerned with troubles. Questions most asked . . . "What can be done to clean up the mails by exposing and driving out the mail order racketeers? Who is doing anything to fight against the vicious attacks on direct mail made by certain newspapers? What can be done to stop illegal return of business reply envelopes, either blank or filled with attacks on 'junk mail?' What can be done to stop increasing losses of currency enclosed with orders in business reply envelopes? What's going to happen to direct mail if Summerfield succeeds in getting exorbitant increases in first and third class rates?" I'll give you briefly some of the answers we have talked about.

**ONE BIG HEADACHE** of the past will soon be gone. You all have probably seen mailings by "National Mail Dealers Association" or "Associated Mail Merchandisers" plus various other trade names, offering to set you up in a fabulously profitable home mail order business . . . promising an exclusive franchise, a marketing and research organization, copy and layout helps, product tips and other malarky. The whole project was a black eye to direct mail. It worried a lot of us.

On December 13, 1957, the Federal Trade Commission filed a formal complaint charging fraud against Bernard W. Coates, doing business as Associated Mail Merchandisers (and other trade names) at 35 Pleasant St., Dorchester, Mass. Formal hearing was scheduled for February 24, 1958. The six-page formal complaint (Docket 6988) makes interesting reading for it shatters once and for all the phony claims made by the promoters of home mail order rackets. The formal complaint (you can get a copy by writing to the Federal Trade Commission) lists eleven of the most exaggerated claims and six of the representations made by Coates and then proves that the claims and representations are false, misleading and deceptive. The case is not entirely closed because a few others around the country have copied Coates' style or have bought rights to his material. The FTC will probably crack down on them as fast as they can get around to it. If you or your friends get any more samples of homework schemes, send them to the FTC.

There is no way of telling how much damage these fellows have done. Many people have lost their life's savings by falling for the alluring promises of a business of their own with easy money rolling out of each day's mail. I received a report just this month of a pathetic case. This person fell for the stories of big successes, picked a product (the wrong kind,) organized a company, spent lots of money on photography, had test circulars, letters, order blanks, return envelopes printed, and shot the mailing two weeks before Christmas. Wanted

to know from us why the dreams collapsed with only one order from a thousand names. Product and price, impossible; letter terrible; circular just as bad. It's a crime to get inexperienced people steamed up over these crackpot schemes.

The trouble goes far beyond Coates and his Associated Mail Merchandisers. There are a number of shoddy mail order trade magazines carrying the same sort of get-rich-quick schemes. It's hard to trace the original source because imprinted bulk lots are sold to "agents" who mail in their own localities and they get a cut from their own pet schemes. Those books are filled with junk advice and with equally junky ads offering to show beginners how to make money . . . while most of us know that the advertisers themselves can't make an honest buck on their own. One of our scouts reports that most of these fellows work closely together, have meetings, swap slick ideas and cooperate in swindling an unwary public. Human nature being what it is, I guess we'll never entirely get rid of these grafters. But it's encouraging to know that the FTC has cracked down on one of the worst offenders. Maybe the others will get scared off . . . but doubt it.

Incidentally, some of you DMAA members have been alarmed at the flood of letters you have received applying for home typing and claiming your name was given them by a certain manufacturer. Firms in California have received such letters from the East; a Boston letter-shop got several from California; I've received such appeals from Texas, Alabama and Lord knows where else. Think *The Reporter* has tracked down the source, but won't mention names now, as there will probably be legal action soon. But it's evident that DMAA membership list was appropriated and used in a crackpot scheme to sell women equipment, supplies and manuals for making oodles of money by doing home typing. Thought we had licked this racket for a time, but it's popped up again. Just as do the closed-up peddlers of smut and the promoters of phony directories. The Reporter will continue to keep harpooning them.

**ANOTHER HEADACHE** has been added to other mail order troubles, such as list stealing mentioned in January Scuttlebutt. I hate to mention it publicly because it involves postal employees and I'd be willing to bet that 99½% of them are honest. But alarming reports have reached us that some mail order operators have suffered severe losses of cash enclosed with orders. So far, incidents of this kind have occurred only in larger post offices, where they are scraping the bottom of the barrel to obtain and/or keep employees. It's a little-known fact to the public that the average postal sorting



or distribution clerk learns to detect by finger feel alone what envelopes contain bills or currency. One of our friends reports that he has more than 2,000 cases of cash losses from his last big mailing . . . with consequent claims for non-delivery of merchandise ordered. We know of one charity drive which was nearly wrecked by this pilfering. One or two dishonest employees can detect when a big drive is on and when most of returns enclose bills instead of checks. The envelope can be diverted, hidden and taken out fairly easy in a big and busy office. Post office inspectors are working on it . . . but it's a hard nut to crack.

In the meantime, if you are in a business where your orders are in small units, or where those who reply are accustomed to sending cash . . . you might do as one correspondent has reluctantly done. He prints prominently on his circular and order form: "To avoid possible loss of coin or currency in the mails, we suggest you remit by money order or check." He says it may cut down slightly on percentage of return, but it saves more in possible cash losses and in processing complaints.

There's another angle to this situation. Some members of an unscrupulous public have learned that mail order people have fulfillment troubles. They will write, claiming to have sent an order at such and such a date with a check which has cleared through their bank. They never sent an order, but think they can get away with some free merchandise. Some mail order people fall for it and send a "replacement." Some write and ask for a photostat of the check. That stops the grafters, but it's hard on the honest. One smart operator developed a foolproof system. All checks received, before deposited in bank, are stamped with a phony complicated code number above endorsement stamp, something like WLX9284Z. Same number on all checks. When complaint comes in for non-delivery, simply write and ask for code number in order to trace transaction. The honest will be able to give code. You'll never hear from the others again. You can change your code once in a while so that no grafters can get on to your system.

**OBSERVATIONS ON OTHER TROUBLES** would fill a book. So will brief them and can be talked about later. One of the worst: It's no secret that too many newspapers are still campaigning viciously against direct mail. It seems to be an organized campaign, although officials of American Newspaper Publishers Assn. deny it. They will admit they are opposed to "junk mail." And when pinned down will say they only mean "unwanted mail" and *not* all third class mail. But they refuse to do anything to induce their member publishers to stop the attacks, which in reality hurt all advertising. Some DMAA members (but too few) have done a noble job in writing to local editors when unfair attacks have occurred. They take the trouble to send carbons to the leading local advertisers who use both newspapers and direct mail . . . pointing out that the newspaper is really hurting their own advertisers (as we pointed out in the Englewood story). It's dangerous to try to influence editorial policy with advertising pressure . . . but in this case it's warranted. And it's working in some spots.

One bad consequence of these newspaper attacks . . . is the number of crackpots in all parts of the country who have enlisted in the "stop junk mail" campaign. Some printers are involved. They are furnishing printed stickers or slips to enclose in business reply envelopes or stick on cards, such as, "Please do not add to postal deficit by using third class mail." All this vicious crusading against third class mail has been successful in in-

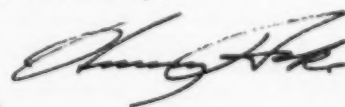
fluencing citizens to write to Congress and the congressmen have been impressed. No denying it.

**BEFORE THIS CAN BE PRINTED** we will probably know the final answer on postal rates. We've known for weeks that even the most courageous fighters against rate increases had given up the case as hopeless. They have been concentrating on holding the bulk rate minimum to 2¢ per piece instead of 2½¢ as in House Bill, and in holding first class to not more than 4¢. If that is done it's at least a partial victory against terrific odds. Senator Johnston did a magnificent job of explaining the postal situation in Reader's Digest. But Summerfield has "improved" in strategic deception since 1953. Then he was inept. Now he is smart. He seemingly has sold a bill of goods to the public and Congress that missile program will fail if postal rates are not raised. According to Harry Maginnis of ATCMU: "He has wormed his way into the inner councils of the White House and is now able to hold up or insure important appointments. He has learned in which congressional districts to air condition post offices, provide modern lighting. He has been influential in electing presidents of NAM and the U. S. Chamber of Commerce. He gets to testify for the rate bill the advertising agency which handled the G.O.P. campaigns of previous years. We have had to buck that influence all the way. The 35,000 postmasters are under his thumb, as are the postal supervisors. They are directed to spread his propaganda throughout the land."

In an early future issue of *The Reporter*, we'll give you all possible suggestions for counteracting the higher rates. Some will have to be passed along to the public in higher price of merchandise, service or subscriptions. But much can be saved by cleaner and more selective lists, more careful planning, buying and scheduling, and more important than anything . . . better and more effective copy. We can all take encouragement from former prize-winning campaigns, such as Union Bag's "Yoon Yun" campaign. High unit cost to select list; first class postage on some heavy pieces amounting to as much as 24¢. It isn't the amount of postage or the unit cost that matters most. The important point . . . the *impact value* and *selling strength* of each piece going to a definitely known prospect. In spite of vicious attacks and illogical legislation . . . direct mail will continue to grow and prosper. Nothing can stop it.

**AMONG ALL OTHER TROUBLES** during past month, we mourned the passing of four old friends. Frank Sohl (a recent visitor to the front porch) died in Garden City, N. Y. He was president of Githens-Sohl in New York, one of the best creative printers in the country. Frank Gerhart succumbed in Dayton, Ohio, after a series of heart attacks. A former DMAA board member and advertising manager of Mead Papers. Also, Bill Brown, formerly advertising manager of Ralph C. Coxhead Corp. (Varityper) died at his home in Elizabeth, N. J.; and Duke Rounds of Fairmail Service, Inc., Plainfield, N. J., well-known in New York MASA circles. All four will be missed in graphic arts circles.

Good luck always,



3 Bluff View Drive  
Clearwater, Florida  
Telephone: 3-7970





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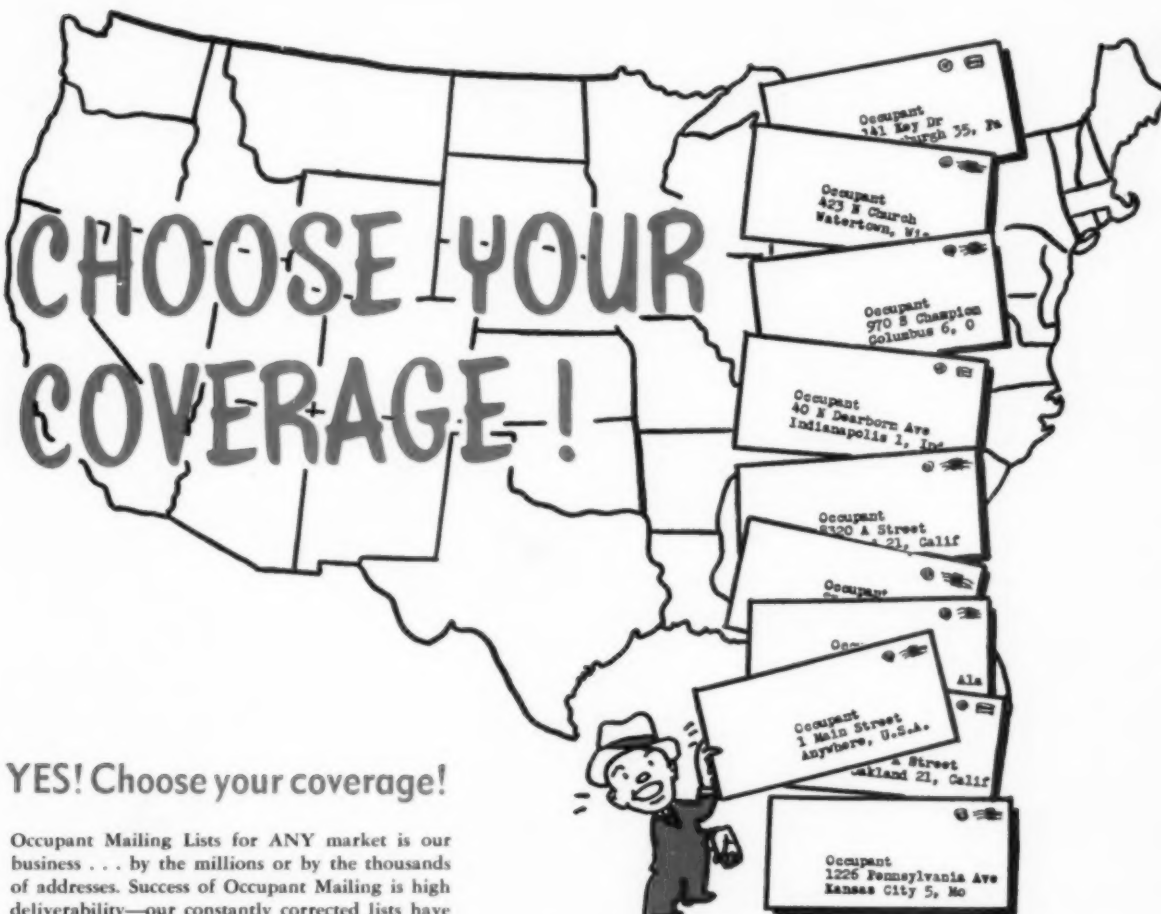


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# Atlantic Papers

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